

AMERICAN ARTISAN and Hardware Record

VOL. 78. No. 17.

620 SOUTH MICHIGAN AVENUE, CHICAGO, OCTOBER 25, 1919.

\$2.00 Per Year.

NEW-IDEA PIPELESS WARM AIR HEATER

WE are about to close the last half of our large advertising campaign to the public. There is still time, however, for you to take advantage of this result getting publicity which has been appearing for the last three months in farm papers and other periodicals which are widely read by people in your territory.

We have many good inquiries from real live prospects and there will be many more, all of which we want to turn over to the **NEW-IDEA PIPELESS WARM AIR HEATER** dealers who are located nearest these prospective customers. Perhaps there are many of these prospective **NEW-IDEA PIPELESS WARM AIR HEATER** customers in **YOUR** district who have not yet been sold. It would pay you to write us **TODAY** regarding this. If you are the local dealer in a town where we have live prospects we want **YOU** to make the sales and profits.

The **NEW-IDEA PIPELESS WARM AIR HEATER** is—

“The One You’ve Heard So Much About”

The **NEW-IDEA** is the most complete **PIPELESS WARM AIR HEATER** line on the market. It is made in **SEVEN** distinct sizes, so that it is possible to secure just the proper size for every requirement. The **NEW-IDEA PIPELESS WARM AIR HEATER** embodies the best features of modern heater construction. It is strong, durable and powerful. It is heavy where weight is needed, and every casting is properly proportioned and designed to give years of hardest wear. Note these following business getting features:

One-piece Radiator—Cup Joint Construction; One-piece Combustion Dome; Entire Elimination of Feed Door Frame; Two-piece Firepot—Corrugated; Triangular Anti-Clinker Shaking Grates; Direct connected cleanout; Hot Blast; Extra Large Feed Door. Also the following **NEW** features: **Patented Notched Slot** outside casing; **Smoke Curtain**; **Casing strip** behind **Furnace Front**, in conjunction with **Notched Slot** (Patent applied for) **Case** is a labor saver. It does away with old method of bolting. A full range of sizes in firepots 18 to 30 inches.

SECURE YOUR SHARE OF THIS PROFITABLE BUSINESS NOW

Write today for full details and complete catalog.



UTICA HEATER COMPANY

BOX 100, 218 W. KINZIE STREET, CHICAGO, ILLINOIS

Home Office: UTICA, NEW YORK

MAHONING HEATERS

Sell Themselves

So many superior qualities are involved in **MAHONING** construction that to tell of one would slight others equally as important.

No need to *talk* Mahoning qualities. *Show* your customer,—he will see it at a glance.

We want good live dealers everywhere, and offer a tempting proposition.

A style and size for every purpose.



MAHONING TYPE "C"

Illustration shows quite clearly the combustion as it takes place in the Mahoning system. Note how the admission of air through the slots in the firepot causes combustion to take place all around the outside of the fire. The hottest part of the flame is in direct contact with the outside surface of the heater where the radiation of heat takes place. Only one of the features that have made the Mahoning famous from coast to coast.

The MAHONING FOUNDRY CO.

YOUNGSTOWN, OHIO

A Mammoth Plant With a Mammoth Production

FRONT RANK

TRADE NAME REGISTERED

The Steel Furnace that is positively *gas-tight*, because it's *made right*.

Made of tested metal, cold-riveted together. No direct draft to warp and buckle. Stays in order.

If you're not handling the **FRONT RANK** you, your customers and we are all losing money. Write for illustrated literature and prices.

FRONT RANK
TRADE NAME REGISTERED

Steel Furnace

is fool-proof. Gets more heat value out of the fuel used; because its radiating surface is greater, and more of the heat generated in burning the coal is extracted before the smoke and gases are passed on up the flue.

Haynes-Langenberg Mfg. Co.

4058 Forest Park Blvd.

St. Louis, Mo.



MADE MARK REGISTERED.

ESTABLISHED 1880

Representative of
The Hardware, Stove,
Sheet Metal, and Warm
Air Heating and Venti-
lating Interests

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A FALSE IMPRESSION has been derived from the apparent failure of the Industrial Conference at

Washington, D. C. There are not lacking pessimists who see in the abrupt breaking up of that body portents of grave disaster. It is important that such harmful deductions be wiped out. The effect upon the business of the country of such purely imaginary fears would be much worse than the actual consummation of the evils which exist only in the fevered brain of the calamity-howler. None of the essential principles of Americanism has been weakened by the sudden ending of the Conference. There is not the remotest likelihood of economic upheaval as a consequence of the withdrawal of the labor representatives. The overwhelming majority of our people are sane and law-abiding. The sense of justice has not been weakened. There is no ground upon which to base the probability of the formation of an industrial oligarchy in this country. The doctrine of collective bargaining has not been repudiated. None of the rights of the workingman has been destroyed.

In order that a right conception of the situation may become common throughout America, the employers' group of the Industrial Conference has made a statement which should be given the widest possible publicity. The employers call attention to the fact that fundamental to the whole question of collective bargaining is the responsibility of those who bargain, and this is directed quite as much at the employer as at the wage-earner or the organization of which the wage-earner is a member. It is pointed out that only where there is a definite dual responsibility lived up to as scrupulously as is required in other contractual relations can collective bargaining in any form or under any interpretation be successful.

No impartial observer will deny the right of the individual wage-earner and his employer to negotiate terms of employment for industrial relations acceptable to both. Apart from this, however, there is the dealing between the employer and his employees by means of the shop industrial council, dealing through a trade or labor union, and all these methods are acknowledged and practiced by employers. Much odium attaches to the term, "open shop." It has been given a false interpretation by labor union officials interested more in maintaining their high salaried positions than in the welfare of the working people. The conditions really intended to be described by the term, "open shop," are freedom of contract, liberty of choice, and the exercise of individual action under the

Constitution of the United States, independently of any arbitrary organization.

The employers' group closes its statement to the public with the following encouraging declaration: "Our social and industrial fabric is not in danger. Employer and wage-earner will live and work together; but the Conference has demonstrated that the right of the employer to deny representation unworthily sought shall not be abridged; nor shall the right of the wage-earner collectively to place before his own employer his needs and his aspirations and his interest in the establishment be abridged. We are leaving upon the record of the Conference this declaration of true American principles and upon this of the nation will stand in fair dealing with the wage-earners through the critical days of readjustment just ahead."

ONE BY ONE the old superstitions disappear. In the light of knowledge, wrong beliefs fade away. Under the impartial analysis of the science of

Disproves economics, the misconception that labor **Old Error.** unions bring about high wages falls to pieces. The chief argument in behalf of the closed shop has been that it was the means of keeping the workers' income above the bread line. That argument is no longer valid. The great factor in the rise of wages has been the improvement in industrial methods, in organization, equipment and means of transportation, which have increased production. These and not the power of labor organizations have accomplished the difference between wages in China and the United States, and unfortunately, the labor organization more often than otherwise have opposed the introduction of labor-saving improvements.

So long as capital increases faster than population, and faster than the labor supply, there is bound to be an increasing demand for labor which moves the wage rate gradually upward; and at the same time there is going on an increase and improvement in the machinery of production which gives a constantly increasing output of commodities per head of population.

This is the economic law which distributes the benefits of industrial progress to the masses. It is inevitable in its operations, not depending upon the benevolence of employers on the one side or upon strikes or labor organizations on the other. Organized labor can cooperate with it by assisting production or interfere by restricting or embarrassing production.

The latter, unfortunately, from ignorance of labor's own interests, is the course too often followed, and as

long as this is the case there will be opposition to an extension of its power over industry. The most intelligent labor leaders understand this, but they have a fight on their hands much of the time to retain authority, and are often unable to control policies.

These are conclusions reached by Professor W. J. King of the University of Wisconsin in a careful study of the social income, entitled "Wealth and Income of the People of the United States." He declares that "after all reasonable allowances have been made, the fact remains, practically, that, beginning with 1870, there has been an increase in the national dividend so enormous that it can not logically be ascribed to anything but the tremendous advance in productive power due to the revolutionary improvements in industry which have characterized the last half century. It seems improbable that any other great nation has ever experienced such sweeping gains in the average income of the inhabitants. It has, almost necessarily, been accompanied by a great rise in the standard of living."

IN THE RESTLESS and more or less demonstrative campaign against the high cost of living there is much ill-conceived talk about doing away with the services of the middleman. To offset the harmfulness of such illogical criticism, wide currency should be given to the irrefutable arguments of H. B. Rhoads, a traveling salesman who sees clearly both sides of the question. He argues that theoretically it would be a fine thing for the producer to hand his product directly to the consumer and so eliminate the just toll taken by those who would normally assist in its distribution, but in practice it would be, in most instances, an impossibility.

The wholesaler has helped many a man to success in business who but for his help would have worked a lifetime for some one else. In this instance he acts both as warehouseman and banker. He gathers what the retailer needs and furnishes it to him as he needs it, meanwhile often carrying the customer's account long past the time of its maturity, receiving his pay as the customer can make the money out of his stock. If the customer had to buy his different items direct there would be a number of persons who would be interested; but none to an extent that would warrant the necessary extension of credit.

The wholesaler not only distributes, but, largely through his intelligent representatives, disseminates ideas. The retailer pays for his merchandise, which includes the wholesaler's profit, but he gets a great deal of valuable information—money-saving information—for which he pays nothing. It might be well called personal service, for it is that which the wholesaler or his representatives give gladly and cheerfully.

The wholesaler bears the same relation to the retailer that the ordnance and quartermaster's departments bear to an army. When Foch started his offensive against the Germans he would never have succeeded if he had had to replenish his supplies of ammunition, food, etc., from their source; but back of the line were vast stores of these essentials, and as they were needed they were brought up and the guns and the men kept fed. There was never a pause in

supplies of materials needed. The men on the firing line knew that what they needed would be at hand when and where it should be. Their time and endeavor could all be concentrated on making use of the material.

The retailer is on the firing line and can concentrate on his selling, knowing he can replenish his stock from his wholesaler as he needs the goods. When the world war disturbed established trade channels, and stopped the normal flow of commodities through lack of transportation facilities, the wholesaler became of even greater assistance to the retailer. Often he was able to get bulk shipments, which he in turn supplied his customers in quantities suited to their needs, when the small amount an individual retailer would ordinarily buy would have been lost in the flood of belated shipments. Each shipment, whether large or small, requires a certain amount of detail. It is obviously a saving of time, labor and space for a manufacturer in New York, for instance, to ship a solid car of merchandise to Indianapolis for the wholesaler to distribute along with other items he is shipping his customers than to make twenty-five or thirty individual shipments direct to the retailer.

Manufacturers of nationally advertised and nationally consumed merchandise recognize the value of the wholesaler in the scheme of distribution by using him as the channel for supplying their wares to the retailer and ultimately to the consumer. If it were not economically the best route to reach the consumer, these great organizations, who spend immense sums and check returns with mathematical accuracy, would long since have found it out; and the fact that they continue to so dispose of their products proves that they have found the wholesaler as essential as the retailer. The manufacturer who wishes to advertise an article that would naturally reach the consumer through a fully organized agency is read to transfer his part of its distribution and thus avoid a vast amount of detail and expense. The fair profit taken by the wholesaler is less than would be required for the manufacturer to build up an organization of his own. As for the wholesaler, the taking on of another item adds practically nothing to the cost of selling it. The organization is already built up and about the same overhead will take care of it.

In conclusion, the wholesaler is essential because he is equipped and organized to render the thing most vital to the retailer—service. And that he does render this thousands of satisfied and prosperous retailers all over the country, who depend on him and his representative for their merchandise, will testify.

THERE IS MUCH talk nowadays of emphasizing quality and putting the soft pedal on price. Some advertising experts claim that this is the

Displaying proper procedure. Its advisability in advertising is open to controversy.

Price Tags. There can be no question, however, as to its unwisdom in the store itself. People who come into a hardware establishment and find no price tag on any of the goods are likely to experience a feeling of uneasiness. Desire for a commodity is often chilled by doubt as to its price, no matter what theorists may

say to the contrary. Plain figures in dollars and cents plus known quality are productive of confidence and sales.

RANDOM NOTES AND SKETCHES.

By Sidney Arnold.

Some of our words need revising. The term "policy" as applied to business is defined by Noah Webster as "management or administration based on material interests rather than on principles of equity and honor." The definition needs to be recast. Today, business policies are based on honesty in service and material. Failure awaits the merchant who can not or will not make his material interests harmonize with principles of equity and honor.

* * *

The sum of my pleasures was much increased this week by a visit from my friend Charles H. Matthews of Ireland and Matthews, manufacturers of stove trimmings, Detroit, Michigan.

* * *

Luck is capable of various interpretations, declares my friend, James Robinson of Hart and Cooley Company, New Britain, Connecticut. He cites this example:

Little sister was telling the next door little girl all about it.

"My sister Beatrice is awfully lucky."

"She went to a party last night, where they played a game in which the men either had to kiss a girl or pay a forfeit of a box of chocolates."

"Well, how was Beatrice lucky?"

"She came home with thirteen boxes of chocolates."

* * *

Jumping at conclusions is a practice which needs to be discouraged, in the opinion of my friend, Harvey J. Fueller of Jenkintown, Pennsylvania, sales representative of the Detroit Vapor Stove Company, Detroit, Michigan. He narrates a case in point:

Miss Simpkins was a lady of uncertain appearance and age, and rather frightened De Vere, a young assistant in a drug store, by her persistent demonstration of friendship. He flattered himself that every girl and woman fell madly in love with him. He felt sure she meant to hook him. But chance threw them alone one day, and De Vere felt that his hour had come.

"Mr. De Vere," she said, "I can no longer bear this unspeakable anguish. I have at last plucked up courage to ask you a question which concerns my future happiness and comfort. Will—will you be——"

"My dear lady," gasped De Vere, breaking into a cold perspiration, "it—it would break my heart to refuse. I have every regard and respect for——"

"Sir! what do you mean?" gasped Miss Simpson. "Surely you can't object to my asking what corn cure you can recommend?"

* * *

In the unregenerate days before national prohibition came into effect, the following scene was of common occurrence. It is described by my friend, F. L. Nesbit of the Standard Furnace and Supply Company, Omaha, Nebraska:

"Darling!" cried the man, in tones of deep emotion. "At last—at last you are safely in my arms, and nothing shall part us!"

The object of his touching words and passionate embrace made no response, but remained cold and silent. Tears welled into his eyes.

"Dearest," he continued, "how can I prove my love? Is there no sacrifice I can make for your sweet sake—no suffering I can endure?"

This final appeal was irresistible.

"The best thing you can do, my man," said a gruff voice, "is to come along with me!"

And a brutal policeman unfastened him from the lamp post and led him silently away.

* * *

One of the effects of reckless driving is related by my friend Don McMillan, manufacturers' agent, Chicago, Illinois, as follows:

In a village down South there was a physician noted for his reckless driving. One day when he answered the telephone a woman's voice asked him if he were going out automobiling that afternoon.

"No; I hardly think I have time this afternoon," replied the doctor. "But why do you ask?"

"Well," replied the anonymous questioner, "I want to send my little daughter down town for some thread, if you are not."

* * *

It is always well to have one's facts well in hand before making dogmatic statements, says my friend, A. W. Crotsley of the Chicago office Wheeling Corrugating Company, Wheeling West Virginia. In this connection, he narrates the following incident:

"What do men know of women's work?" fiercely queried the lady orator. "Is there a man here," she continued, folding her arms, "that has day after day got up in the morning, gone quietly down stairs, made the fire, cooked his own breakfast, sewed the missing buttons on the children's clothes, cleaned the pots and kettles, and swept the kitchen? If there is such a man in this audience, let him rise up; I should like to see him."

In the rear of the hall a mild-looking man in spectacles, in obedience to the summons, timidly rose. He was the husband of the eloquent speaker. This was the first chance he had ever had to assert himself.

* * *

The power of choosing is a faculty which we all possess. But we do not exercise it often enough in selecting pleasant thoughts and rejecting gloomy fancies. James L. Hughes expresses the positive values of this faculty in the following verses:

Choosing Gladness.

Are you not sad for sorrows past?
No! I am glad they did not last.

Do you not hate the false you knew?
No! I love more the good and true.

Do you not mourn for work undone?
No! I rejoice for triumphs won.

Have not Life's struggles wearied you?
No! They revealed new work to do.

Do you not fear the long, dark night?
No! I await the coming light.

Surely some dread the future marts.
No! Hope and faith can see the stars.

UP TO THE MINUTE NEWS SIFTINGS

INTERNATIONAL TRADE CONFERENCE MEETS IN ATLANTIC CITY.

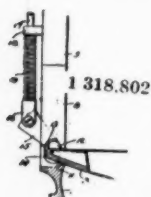
The first general session of the International Trade Conference was held Wednesday, October 22, 1919, in Hotel Traymore, Atlantic City, New Jersey. The Chairman of the Executive Committee of the Conference, A. C. Bedford, welcomed the delegates and declared that it might properly be called an International Congress of Business—a conference, in conception and potentiality probably without precedent. "We come together at a moment of great change," he said. "No man can tell what the morrow may bring forth, but it is certain that there is a searching of men's hearts going on throughout the world. Every institution and every relationship of our civilization is being subjected to the acid test of a new point of view.

"Some of the early economists used to teach that a nation grew wealthy in proportion to the difference between the amount of goods it sold to other nations and the amount it purchased from them. In other words, the size of the export 'balance of trade' was the measuring rod of national progress. Later, Adam Smith and those who followed him taught that a nation must not only sell to the world, but that it must buy from the world, and that the ideal situation was not represented by a huge 'balance of trade,' but by a volume of trade at a vital equilibrium between what was sold and what was bought.

"This war has taken us a step farther in the development of our thoughts. We now realize that it is not only necessary to sell to the nations of the world and to buy from the nations of the world, but that we have a direct interest in actually promoting on its own account the prosperity of the world, not alone of that part of it comprised within our national boundary lines, but quite as much the prosperity of lands remote from our own."

GETS PATENT FOR OVEN STRUCTURE FOR GAS RANGES.

Clarence V. Roberts, Philadelphia, Pennsylvania, assignor to Roberts and Mander Stove Company, Philadelphia, Pennsylvania, has procured United States patent rights, under number 1,318,802, for an oven structure for gas ranges, described herewith:



The combination in a range, of an over frame having a continuous outer surface and a bearing plate; a door having laterally projecting pins near the lower portion thereof, the lower surface of said door sliding on the bearing plate of the frame, the pins on said door limiting the movement thereof; and means for balancing the door.

DEMAND FOR STOVES IS IN EXCESS OF THE RATE OF PRODUCTION.

Reports from the various centers indicate a growing seriousness in the shortage of supply of stoves to meet current demand. The nearness of cold weather complicates the difficulty. From many sources comes the information that the workers are not keeping up the level of production. Notwithstanding substantial increases in wages, and concessions as to working conditions, employees are not giving results in proportion to the augmented cost of labor.

HAS AN ESTABLISHED REPUTATION.

Stove polishes are not all alike. There are unbranded, unreliable grades of polish. Black Silk Stove Polish is a standard, proved quality polish. There is no dust after applying. A bright luster is produced by its use. It has an established prestige among housewives. Stoves shined with this polish



Black Silk Stove Polish Paste,
Made by the Black Silk Stove
Polish Works, Sterling Illinois.

have an attractive sales appearance. Many stove dealers throughout the country have used it with advantage since 1883 for this purpose. Black Silk Stove Polish can be had in either liquid or paste form. The Black Silk Stove Polish Works, Sterling, Illinois, manufacture a high grade metal polish. This metal polish is of great utility to autoists. Automobile dealers and owners can not afford to be without it, state the manufacturers. It saves labor and time. Black Silk Metal Polish does not settle and get hard in bottom of cans. It is usable to the last drop. The Black Silk Stove Polish Works, Sterling, Illinois, are issuing embossed cards with the inscription, "We Sell Black Silk Stove Polish. No Dust," which they will furnish with dealer's name at the bottom of the card upon request.

ADVERTISING MAKES US PROGRESSIVE.

More advertising is done in America than in any other country. And it is generally conceded that America has made more progress than any other country in the intelligent use of it. There is every indication that America will continue to progress and develop, not only in its own sphere, but abroad, by extensive and intelligent advertising.

You can lose everything, but you will still have a lot left if you keep your promises.

THE WEEK'S HARDWARE RECORD

Of Interest to Manufacturer, Jobber and Retailer

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing western hardware and metal prices corrected weekly. You will find these on pages 40 to 45 inclusive.

The Fowler Nail Company, Buffalo, New York, recently awarded a contract for a one-story plant.

The Ohio Cutlery Company, Massillon, Ohio, recently was incorporated with \$75,000 capital, by W. E. Hemperly, and others.

The Bemis and Call Company, Springfield, Massachusetts, hardware and tools, is planning a four-story plant addition, 50x100 feet, to cost \$45,000.

The Central Screw Company, Jackson, Michigan, capitalized at \$30,000, was incorporated by Robert E. Dwyer and others, to manufacture screw machine products.

The Superior Tool and Manufacturing Company, Worcester, Massachusetts, has been incorporated with \$10,000 capital by August F. Lundquist, Robert Williams, Carl E. Tideman, Ivar W. Alin and Olov G. Johnson.

The Paco Sharpener Company, Providence, Rhode Island, has been incorporated to make razor blade sharpeners, etc., with \$100,000 capital, by William F. Almy, Cranston, Rhode Island; D. Bradford Perkins, and Arnold C. Messler.

The Rowe Manufacturing Company, Galesburg, Illinois, will build a factory building and will also install a bolt plant. Other improvements contemplated include a loading track extension. Six acres have been acquired for plant additions.

CLEVER FOLDER ANNOUNCES DOINGS OF PITTSBURGH HARDWARE MEN.

A folder of rare typographical make-up is used to carry the announcement of the Informal Banquet, Dance, and Entertainment to be given by members of the Pittsburgh Retail Hardware Dealers' Association, at the Chatham Hotel Roof Garden, Pittsburgh, Pennsylvania, on Thursday evening, November 13, 1919. The folder has an overlapping flap at the left-hand edge. The top is bent over about two and a half inches. A piquant heading on the top flap is sure to gain notice. It reads: "Let's Go! To The Hardware Doings." The timeliness of the phrase is plainly evident. On lifting this fold the interest of the reader is enhanced by the arrangement of the notices on the border flap. Many interesting announcements are contained on it. An appeal to the members to get their tickets as fast as they can in order to avoid the rush, teems with action. "It will be yours for the Hayloft if you don't" is the humorous warning.

The reception begins at 7:30 p. m. and will end

with the dance at 1 a. m. Judging from past affairs of the Association, the indications all point to a time of intense interest and joviality for those attending the Informal Banquet. The menu causes the mouth to water with the mere reading of it. After convincing assurances of a big social evening on the date of the Banquet, and many enticing details, the folder concludes: "Sure, We'll Come! But we don't like to wear our glad rags. Well, we don't want you to, so we know you will feel at home." This is the height of democracy. That the successful carrying out of the plans of these doings is a big task will not be doubted by any. "The Committee which is responsible for these doings," states the announcement, are, "Gustave Schulze, Chairman, W. F. McQuiston, Louis J. Heckler, George Saupe, Theo. Backoefer, E. N. Trader, George H. Klaus."

WALL CASE DISPLAY ACQUAINTS THE DEALER WITH ACTUAL GOODS.

At least in so far as commodities are concerned, desire for the unseen is never very urgent. We are impressed only by that which presents itself to us through the senses. The ancient proverb, "Seeing is believing," might well be modified in relation to merchandising into "Seeing is desiring." With the exception of perfumes, music, and foods, liquid or otherwise, practically all of the things which constitute the needs and luxuries of humanity make their appeal to the sense of sight. There is uncommon advantage, therefore, in the spacious wall case recently installed in the Chicago sales offices of Vaughan and Bushnell Manufacturing Company, Chicago, Illinois, under the able management of Gus Ruhling, Suite 1114, State and Lake Building, State and Lake Streets. The wall case contains samples of the various vanadium steel hammers and similar products. This display saves time and enables the dealers to examine the actual articles and to gage their selling appeal.

INCREASES WAREHOUSE FACILITIES.

The Joe Timmer Hardware Company, Kansas City, Missouri, has increased its capital from \$50,000 to \$75,000. Recently this company acquired a warehouse at 909-911 State Line. The augmenting of capital is for the purpose of making improvements and additions to the newly purchased warehouse. The Joe Timmer Hardware Company is gradually extending its wholesale hardware business and curtailing its retail trade.

Everything you do to increase the efficiency of your selling force has a direct influence upon the development of a bigger and a better business.

PRINCIPLES AND EXAMPLES OF GOOD WINDOW DISPLAYS.

CONTRASTS MODEL AND UNKEMPT YARDS IN WINDOW DISPLAY.

Contrast emphasizes an example. When the good and bad are placed side by side their distinctive qualities are brought plainly in view. Both propositions need little explanation.

The conclusion to be made by the observer is more or less certain. Illustrated herewith is a striking example of contrast arranged by Thomas V. Pickering for Conklin, Tubby and Conklin, Roslyn, Long Island, New York. The display is entitled: "Clean Up. Paint Up." It convincingly shows the desirability of its slogan. One-half the display is devoted to depicting a yard strewn with rubbish, an unpainted fence, and general disorder. There is a small ash-filled barrel standing in front of a miniature

house. The house itself is acutely in need of renovating. A sign in the background of the disordered yard tells the observer to look at the other side of the fence.

To the right of the fence is an entirely different picture. The ash can is clean and covered. Stuffed chickens give a lifelike appearance to the yard. An imitation lawn adds to the attractiveness of the arrangement. This display offers passers-by an opportunity to see themselves as others see them. One of the two examples resembles their house. It prompts them to think. Should their house happen to be neatly painted and their yard well arranged, they are made to feel more proud of it by the contrasted example in the window. They will remember the store in which it was displayed. It is a means of selling other goods. Now the passer-by whose home is more closely typified by the unkempt yard and house is made to see how it looks to others. He sees how much better it would be painted and arranged in an orderly manner. It awakens his desire to have it look like the well kept yard in the window. Indifference to the appearance of houses in general probably caused him to neglect the appearance of his own. But the sharp contrast before him in the window started him thinking. It leaves a lasting impression on his mind. When he comes home he will look over his house and yard. He will ascertain just what is needed to better

the appearance of his home. The store that called his attention to his need for improvement is likely to be the one that will get the business for those requirements.

The gainful results of the display under consideration are described by Thomas V. Pickering, Ros-



Window Display of Paints and Supplies, Arranged by Thomas V. Pickering for Conklin, Tubby and Conklin, Roslyn, Long Island, New York.

lyn, Long Island, New York, who arranged it for Conklin, Tubby and Conklin. "It started selling paint so fast that we had our stocks in bad shape in short time. People would see that old house as they came into the store and could not help but stop and say, 'Some wreck,' and think how their house was in need of painting. Now you have your customer loaded with paint, brushes, etc., and help him carry his purchases out to his car. Here is where you can sell more paint. He has a car that needs painting badly. Ask him, 'How about some paint for your car, Mr. Smith?'"

GUARANTEES RESULTS TO EXPORTERS.

Under the Webb law, manufacturers may legally pool their interests in the obtainment of export trade. Excellent facilities for this purpose are offered by the Export Sales Development Company, 832 Park Row Building, New York City, with representation in New Jersey. This Company guarantees a certain amount of business to its clients in a given period at a low cost. It develops business abroad on a proper basis with payments in the United States.

Just as there is good and poor salesmanship, so is there good and poor advertising.

NATURAL INSTINCT IS FACTOR IN WINDOW DISPLAY COMPETITION.

Before man could speak he could see. Before written language took the form of words it was made up of pictures. The origin of some words can be traced back to their picture likenesses. The Indians still utilize pictures. To many races and tribes in Asia and Africa symbols serve as a means of written language. This is due to natural causes. And though man loses many of his old traits as he develops and becomes civilized he still maintains, in modified degree, in the subconscious mind his ancient, natural instincts.

Language is not always precise in conveying meaning. There are many shades to various words. Their meaning in an idea is often misconstrued. To disseminate clearly an image of the mind sometimes requires elaboration. Attention must be given for a certain length of time in order to grasp the exact thought desired to be conveyed.

Psychology teaches us that attention fluctuates. This accounts for the advice of reading a book twice in order better to understand its meaning. In reading a book the mind grasps some things more readily than others. One's thoughts are periodically distracted. It takes concentration to keep one mindful of the subject matter of the book. Sometimes, however, we are not able to centralize our impressions and we put the book away.

The merchant who would arrest the gaze of his community must bear these facts in mind. Stress should be laid on publicity that does not require effort to attract to it. No better medium within the reach of the retailer for this purpose can be found than the show window containing a good display. The well written and arranged advertisement draws notice. But it is limited in the gaining of attention. The dealer should bear in mind the fundamentals of window exhibiting. In decorating and arranging his window displays the first object should be to gain attention. But that is not all. When observation is gained, if there is nothing to warrant its concentration it will divert itself. Behind the display must be skilled arrangement of detail in order to invite investigation. The onlooker must be led to consider details. Merely to arrest the gaze of passers-by without any serious thought of quality, utility and other attributes of the goods shown, is worthless. Window demonstration requires a careful study of human nature and the best manner of presentation of goods first to attract attention and then invite investigation. The window displays being submitted to AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition show various methods of meeting this problem. There are many in vogue. Some are more effective than others. As time goes on a steady improvement is noticeable. The contest is open to all employers and clerks in the hardware and allied trades without distinction of persons. Read the rules governing participation in this contest given herewith:

Award of Prizes.

The prizes will be awarded as follows:

First prize, \$50.00 in cash, for the best photograph

and description received of window display of hardware or kindred lines;

Second prize, \$25.00 in cash, for the photograph and description second in merit;

Third prize, \$15.00 in cash, for the photograph and description third in order of excellence;

Fourth prize, \$10.00 in cash, for the photograph and description fourth in degree of worthiness.

Conditions of Competition.

The conditions of the competition are as follows:

The photograph must be accompanied by descriptions of how the window displays were arranged and the materials used. The description is important and hence should be adequate. These photographs and descriptions may be sent by mail or express, charges prepaid, and must reach this office not later than February 2, 1920. Address all photographs and descriptions to AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition, 620 South Michigan Avenue, Chicago, Illinois.

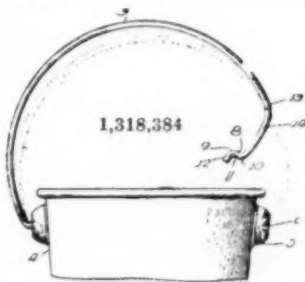
Each photograph and description must be signed by a fictitious name or device and the same name or device must be put in a sealed envelope containing the real name and address of the contestant. This sealed envelope is to be enclosed with the photograph. Contestants are permitted to enter as many photographs of displays as they please.

A Competition Committee of three will be appointed. One of them will be an expert window dresser and one an experienced hardware man. This Committee will pass upon the merits of all photographs and descriptions received, without knowing the names or addresses of the senders, and will decide the winners of the Competition.

AMERICAN ARTISAN AND HARDWARE RECORD reserves the right to publish all photographs and descriptions submitted.

BUCKET BAIL IS PATENTED.

John M. Hothersall, Brooklyn, New York, assignor to the American Can Company, New York City, has procured United States patent rights, under number 1,318,384, for a bucket bail, described herewith:



A bail for buckets and the like having near the ends thereof inward bends and within said bends supporting inward extensions, and below said extensions downwardly bent retaining portions, one of the arms of the bail having an inward bend at a distance from the supporting extension, whereby the extremities of the bail are adapted to be both assembled within the bail ears already attached to the receptacle, after which the said bend is straightened out to give normal shape to the said arm of the bail.

A merchant cannot keep too careful and watchful an eye upon his business at a time like the present. Taking long chances is not a necessary or desirable function of retail merchandising.

Annual Conference of Hardware Secretaries Discusses Questions of Efficiency.

The need for constructive principles in dealing with the problems of retail hardware merchandising was sharply accentuated in the proceedings of the Seventh Annual Conference of the National Association Retail Hardware Secretaries, held October 21 and 22, 1919, in the LaSalle Hotel, Chicago, Illinois.

Tuesday, October 21, 1919.

It was a representative gathering which faced George A. Fiel, President of the Association, when he began the delivery of his annual address. No time was wasted in formalities. The hardware secretaries are men thoroughly convinced of the value of time in carrying out the work of their offices. They are accustomed to getting full returns for every word spoken and every effort expended. Therefore, they did not permit their deliberations to be hampered or slowed down by conventional parliamentary procedure. Under the able management of President Fiel, the assembly went forward with its labors without lost motion or needless indulgence in mere technicalities. President Fiel's address was terse, well conceived, and delivered in tones of sincerity which carried conviction to his critical hearers. He spoke in part as follows:

**Annual Address of President George A. Fiel to the
Seventh Conference of the National Association
Retail Hardware Secretaries, October 21,
1919, at the La Salle Hotel, Chicago,
Illinois.**

"Our last National Secretaries Conference, held at the close of the National Convention at Cedar Point, Ohio, June, 1919, was one of the best ever. In arranging for the present conference, your officers have in mind that the war has been won and that national readjustment is in process, while the great forces of capital and labor are trying to arrive at an understanding which shall be for the benefit of all the people. With agriculture at the basis of prosperity and a world market to look forward to for our products, it looks as if the problem of inflation could be adjusted and as if we were in for two very prosperous years.

Farmers Are the Greatest Employers.

"At the conference being held in Washington, the surprising fact was stated by the head of the agricultural group that the farmers of the country had more men and women in their employ than all of the industries of the country put together. This statement was made when the agricultural group asked for larger representation at the Conference.

"The suggestions for reorganization which were adopted at the last National Convention were a move in the direction of progress, and with the new National Hardware Congress and the cooperation of the affiliated organizations this should be one of the most successful years for the National.

Problems of Mutual Hardware Insurance.

"The mutual hardware insurance problem is

growing, and it is found by the splendid dividends which are paid by most of our companies that it has been an incentive to the members to carry sufficient insurance on their stock of goods. Every secretary is a booster for our mutual hardware insurance. Our stock in trade is, at present, fire, automobile liability, property damage, automobile fire and theft, and plate glass insurance. It seems that the next move should be working men's compensation and straight life insurance. Whether this should be handled through hardware mutual companies or should be taken on for the benefit of our members through the stock companies is a problem which the chair trusts will be thrashed out at this conference.

"Our National Field Secretary, S. R. Miles, has been invited to give us his latest ideas on accounting, as it has so happened that usually when he has given his lecture at the various State Conventions, the Secretaries have been so busy with other work that while the members have gained from his talks, the Secretaries have had no opportunity to receive any instruction. Again, it has been a fact that some secretaries have been on committee work at National Conventions when Mr. Miles was talking and could not, therefore, get the benefit of his advice at that time. Today we are making a special session so that we can give due attention to what he has to say.

"The original dates of the National Secretaries Conference were changed from October 14 and 15 to the 21st and 22nd, as the Manufacturers' Convention was to be held on the former dates at Atlantic City, and the presence of our President and Secretary were necessary. By arranging for a later date, we are happy in having them all with us, and we extend to them a most cordial greeting.

"The future of the National Secretaries Organization and the National Retail Hardware Association depends almost entirely on those who have their affairs in charge, and we can make it just what we aim for. Our policy is to aim high and get there, and the slogan at the top of our letterhead tells us that "it can be done."

Matters for Committee on Suggestions.

"To the Committee on Suggestions, it would seem that a National Transportation Committee at headquarters, to which all of the affiliated organizations could refer freight bills for adjustment, would be appreciated by every member in the organization.

"B.—Some arrangements whereby questions regarding our different hardware mutual associations could be in charge of some one at headquarters who would be posted on the affairs of those companies, to save the secretaries from writing to all of them for special information.

"C.—A Secretaries' Department in the National

Bulletin with some one at headquarters to look after the same.

"D.—A collection of goods offered by affiliated organizations of overstocked goods, to be published in the National Bulletin.

"E.—Increased efficiency in the price service bureau.

"F.—Hearty cooperation between Secretaries and the national office. With our national officers present and the secretaries at hand in good force, let us strive to make this meeting the best ever and work for the good of the membership of the national organization.

"G.—That the national office be requested to prepare and mail to the secretaries and officers of the national and affiliated organizations a report of the National Secretaries' Conference in the same form as the Souvenir Report we printed from the National Hardware Bulletin, July, 1919, regarding the Pittsburgh Convention.

Profiting by the Revival of Building.

"'After-the-war' conditions are at hand and the present outlook is for a building boom, which will take in the whole country. This means business for the retail hardware store. In the eastern section of the country it has been proposed that the retail hardware man should build in his community a house which he would rent at a profit, thus showing to the people in his community that even with the high wages and the high cost of materials a house can be built and rented at a profit.

"Manufacturing concerns and cities are contributing large sums of money to the building of large groups of houses for their people.

"The recent problem has not been so much of price as getting the goods to fill the orders. Many factories in the East report orders enough to keep them going for a year if they do not take any more orders.

"The returning soldier problem has been so far solved that only thirty thousand are yet unplaced, and many of the alien population are being deported to other shores.

"Problem after problem arises, but we still point to the motto of this Association that 'It can be done.'

"To conclude let me extend a most cordial greeting to all of our guests present and to wish for them a pleasant stay with us.

"To our members, that our deliberations may be harmonious and that we can talk frankly with each other and thrash out the many things which are of interest to our organizations."

At the close of President Fiel's interesting speech, J. M. Campbell, President National Retail Hardware Association, was introduced to the conference and gave a brief account of his visit to the conventions of the National Hardware Association and American Hardware Manufacturers' Association, held October 15, 16 and 17, 1919, in Atlantic City, New Jersey. He had an interview with the Executive Committee of the Manufacturers' and Jobbers' organizations. An agreement, he said, was reached for the establishment of a standing committee to consider matters of interest or controversy between the retailers and the wholesalers and producers. This committee consists of the Executive Committees of American Hardware Manufacturers' Association, National Hardware Association,

Southern Hardware Jobbers' Association and National Retail Hardware Association.

President Campbell urged upon the Hardware Secretaries the advantage of training the retailers in their various associations, to enlarge the scope of their business. He said that the furniture stores were taking the stove business and that the drug stores were adding cutlery and shaving supplies to their regular line. The hardware dealer, he argued, should take a leaf from the book of such enterprising merchants and add to his stock such articles as might find ready sale in the hardware trade.

Following the talk of President Campbell came the annual report of H. O. Roberts, Secretary-Treasurer National Association Retail Hardware Secretaries. The most noteworthy feature of his address was its militant optimism. He condemned, in a few pithy sentences, the expression of gloomy views as tending to prolong the adverse state of mind characteristic of the present unrest. His speech in full is herewith appended:

Annual Report of H. O. Roberts, Secretary-Treasurer to the Conference of the National Association of Retail Hardware Secretaries, October 21, 1919, at the Hotel LaSalle, Chicago, Illinois.

"This old world we live in was very sick for about four years. The crisis was reached November 11th, 1918, and since that time we have been on the road to health again.

"There seems to be no question but that we will fully regain our normal condition, but like every convalescent the time seems to drag, the patient being irritable and sometimes quite unreasonable.

"There are some things we want that might not be for our best good and some things necessary that we don't like to do, therefore, we worry and fret.

"We think it is costing too much to live, and while we complain about that, we are spending money as never before in the history of this country for luxuries, pleasures, travel, and amusements as well as for the necessities of life.

"During the war everything was done with one idea of finishing that job first. It surprised everyone how quickly this country shifted gears to high war speed, and when we stopped so suddenly it has taken breath in shifting back and gaining speed for high in peace time and we must now sit steadily and guide the machine.

Examples of Extravagance.

"When eggs were twenty cents a dozen in past years we were careful to economize and therefore ate only one. Now that they sell for sixty cents we order three for breakfast because we have the money with which to pay the price.

"A \$15 suit was counted rather high, although all wool, before war times, but a part wool at \$50 is not good enough for most people today. Many are expecting to pay \$100.

Cautions Against Discouraging Topics.

"We must talk about something, the daily papers must write editorials and the most interesting subject for some time past has been the high cost of living, all of which only indicates the mental condition of a convalescent country after four years of being sick.

"State Hardware Secretaries are not in Chicago to study or discuss such questions, although they do have a bearing upon the work we are doing in organizing and maintaining State Retail Hardware Associations, and we must be careful that we do not allow such subjects to occupy more of our time than is best for the work we should do.

"If every time we meet a hardware man we talk about the high price of hardware, we help him to become absorbed in that subject and he then talks it to his customers.

Advises Emphasis on Volume of Business.

"If, on the other hand, we talk about the volume of business he is doing this year as compared with other years, about the willingness of people to buy, the pleasure there is in doing business when the daily business



H. O. Roberts, Secretary National Association Retail Hardware Secretaries.

has so much larger per cent cash sales, we keep him tuned up for bigger business and better citizenship.

"At least every annual convention should plan to send hardware men home filled with enthusiasm for his year's work by seeing big possibilities rather than breakers in the way.

"All the talking we do does not lower the cost of living nor help to fit men for their work. Constructive work along any line must be conceived and begun some place; and why not by State Secretaries?

Preach Optimism and Enthusiasm.

"It is the work of the State Secretaries to preach enthusiasm and talk optimism to hardware men in order that we may get them to love their work and to believe it is the best business in the world and that they are mighty fortunate in being able to be classified as retail hardware men in the best country in the world, and at a time when we are just now facing greater opportunities than ever were offered to any previous generations.

"Optimism and enthusiasm are just as catching for business men and their customers as measles and

whooping cough are among school children. Therefore, why should Secretaries, state or national officers allow themselves to be ever guilty of doing anything but trying to help men by deliberately planning to spread a propaganda for good rather than to discourage men by talking about conditions that we can not change.

Keep Mind Open to New Ideas.

"We are here in Chicago for a two days' conference in order better to fit us for another year's work. We are mostly men with minds that individually think out plans for state work, but we have come together to help each other with the idea of talking about the problems listed on our program as well as others that may be suggested during the two days. It is hoped that each one has come with his mind open to consider what may be said and it is possible some of us may go back with new ideas and inspiration for work that will make this conference profitable to the state association we represent.

"Considerable work is being done to increase our National Association membership by increasing the membership of state Associations, and I am certain the 1920 National meeting will show a marked progress, and it is possible that we can help each other and with the additional help we are promised for the National office, make a much larger showing for 1920.

"We had reported 15,500 members when at Pittsburgh in June, but we have possibly 30,000 retail hardware men and should soon have at least two-thirds or 20,000 in the National.

How to Improve State Conventions.

"State Conventions are not planned as well as they should be in order to make them educational as well as entertaining. I think our conventions have neglected to give proper attention to the clerks in hardware stores. There should be special sessions for them and special invitation for them to attend.

"Not only should salesmen be educated so as to know how a customer may be handled in order to make a sale, but what a salesman should know about the goods he is selling in order to make that sale—to know as well the service his store is able to render as compared with competitors.

"Many hardware men could not themselves tell a customer the difference between a cast and a spring steel saw or why one saw is really better than the other; neither can many tell the kind of saw needed providing the customer should ask for a saw for some definite work.

"Is it not possible that we Secretaries in planning our annual Conventions could do more of this educational work?

"The real work for a hardware man is one of service. The real work also for a State Secretary is also one of service.

"This is the one big reason why we are in Chicago this week and your Secretary has no disposition to string out a long report at this time that might divert our minds from such a work during these two days which we will spend at this Conference.

Question of Membership Dues.

"We have now thirty state Associations and twenty-

five Secretaries who are working in possibly forty-two states.

"Members in

1 state pay	\$4.00	annual dues.
17 states pay	5.00	annual dues.
1 state pay	5.50	annual dues.
2 states pay	6.00	annual dues.
4 states pay	7.50	annual dues.
1 state pay	8.00	annual dues.
3 states pay	10.00	annual dues.
1 state pay	12.00	annual dues.

"The average state membership dues are, therefore, just \$6.21. We talk about a uniform plan for many things to the retail hardware man, but we are a long way from any uniform plan for state dues, which is one of the questions that may receive some attention at this conference.

"We hear the phrase 'Field Work' mentioned quite often, and it is possible we have not all discovered the value of such work, which no one can do so well as the State Secretaries.

"Personally, I am very much pleased with the report that comes to my desk from the National office showing the work being done by the Secretaries in all the states. The monthly Secretary's report inaugurated at the National office this year is new but should be a great help to that office as well as interesting to each and every one.

"We are all interested in the location of our National office when it picks up and says good-bye to Argos. It is possible the National officers attending this Conference might like to hear this discussed at this meeting.

At the close of Secretary-Treasurer Roberts' annual report, Herbert P. Sheets, Secretary-Treasurer National Retail Hardware Association, addressed the conference on the work of his office. He gave many convincing evidences of the practical work of his association in promoting the interests of the retail hardware dealer. He discussed the question of mail order competition in vigorous language, and outlined methods for overcoming some of the more galling injustices involved in this form of competition.

President Fiel then appointed the following committees for the work of the conference:

Question Box Committee: Walter Harlan, Atlanta, Georgia; J. B. Webster, Little Rock, Arkansas; George Gray, Coshocton, Ohio.

Auditing Committee: A. R. Sale, Mason City, Iowa; John R. Vestre, Drayton, North Dakota.

Committee on Suggestions: James B. Carson, Dayton, Ohio; J. M. Stone, Sturgis, Kentucky; J. B. Foley, New York City.

Committee in Charge of Guests: P. J. Jacobs, Stevens Point, Wisconsin; J. M. Stone, Sturgis, Kentucky; J. B. Foley, New York City.

Committee on Resolutions: Arthur J. Scott, Marine City, Michigan; G. F. Sheely, Argos, Indiana; Mr. Gross, Mississippi.

Committee on Place of Meeting: Sharon E. Jones, Pittsburgh, Pennsylvania; Leon D. Nish, Elgin, Illinois; F. X. Becherer, St. Louis, Missouri.

The conference adjourned its morning session at noon, and repaired to the Hardware Club of Chicago for luncheon.

The afternoon session began at two o'clock with a discussion of the topic of insurance. Carl J. Jacobs, of Stevens Point, Wisconsin, gave a very interesting talk upon the work of hardware mutual insurance, and showed conclusively the great economies which it is enabled to accomplish for retail hardware dealers.

In the evening the members of the National Associa-

tion Hardware Secretaries had a banquet in the main dining room of the Hardware Club of Chicago, eleventh floor of the State and Lake Building, State and Lake Streets. President George A. Fiel acted as toastmaster. After the Hardware Secretaries had taken on board enough nourishment to carry them half way across the continent, President Fiel introduced J. M. Campbell, President National Retail Hardware Association, who thanked the assembly for their hospitality and the genuineness of the courtesy and fellowship with which he was treated. President Fiel then introduced the President of the Hardware Club of Chicago, and spoke briefly in commendation of the Club's reputation for broad and liberal hospitality.

A representative of the Chamber of Commerce of the United States, in the person of W. R. Leeper, then addressed the secretaries on the five main points in which the Chamber is most keenly concerned, namely: Averting the effects of and eliminating all radicalism without using radical methods. Second, harmonizing capital and labor by promoting fellowship between employer and employee. Third, Equalization of foreign trade conditions, and, particularly the stabilizing of exchange. Fourth, The creation of a national point of view of business. Fifth, The carrying on of a propaganda of commercial education of such a nature as to keep business men thoroughly conversant with matters of national interest.

The next speaker of the evening was J. H. Curle, Secretary Manitoba Board Retail Merchants' Association of Canada, and Secretary of the Advisory Committee on Commercial Education University of Manitoba. He spoke of the good feeling existing between his country and ours, and mentioned the welcome which was given during the war to American troops in Winnipeg. He pleaded for a wider vision in international affairs, and gave strong approval to the organization of community clubs.

President Fiel then introduced H. A. Squibbs of the American Steel and Wire Company, Chicago, Illinois. He spoke of the strike situation in the steel industry, and said that Mr. Gary, of the United States Steel Corporation, was standing with his back against the wall, fighting not only for the welfare of the steel industry, but for the good of all business throughout the United States. Mr. Squibbs has spent twenty-two years in the steel industry, ten years of that time as a worker in the mills. He said that much mistaken sympathy was aroused by stories of steel workers living in miserable hovels. He declared that they lived in such dwellings from choice and not from necessity. Those who made their homes in such hovels did so in order to save more money to take back to Europe with them when they left this country.

The closing talk of the evening was by S. R. Miles, of the National Retail Hardware Association office. He explained by means of colored charts the simple, yet comprehensive and satisfactory system of keeping accounts which the National Association is presenting for adoption by retail hardware dealers.

Wednesday, October 22, 1919.

The morning session of Wednesday, October 22, 1919, began with a discussion of the problem of financing state headquarters. Arthur J. Scott, of Marine

City, Michigan, said every association should be strong enough financially to meet whatever emergencies might arise, such as adverse legislation which might require money to be fought effectively. Sharon E. Jones of Pittsburgh, Pennsylvania, said that his association was financially sound and capable of meeting all demands made on it. Leon D. Nish, of Elgin, Illinois, described the freight auditing bureau operated by the Illinois Association. H. O. Roberts of Minneapolis, Minnesota, said that state organizations should do big work, and not be afraid to spend the money in furthering the interest of the retailer.

He startled the assembly, in a measure, by suggesting that the National Retail Hardware Secretaries disband as an organization in its present form, and that all future conferences be held under the guidance of and at the call of the Secretary-Treasurer of the National Retail Hardware Association.

George Gray, of Coshocton, Ohio, made a motion that the organization be disbanded. His motion was seconded by J. B. Webster of Little Rock, Arkansas. After considerable discussion, the motion was carried.

Many of the members of the Hardware Mutual Fire Insurance Secretaries attended the conference of the National Association of Retail Hardware Secretaries and took part in its deliberations. It was originally their purpose to hold a meeting October 23 and 24, in the LaSalle Hotel. This meeting, however, was cancelled for the reason that the affairs of the Hardware Mutual Fire Insurance Secretaries are in such thoroughly good condition, and the operation of their individual offices is going on so smoothly that it was decided that there was no need of holding a meeting this year.

OBTAINS PATENT FOR AXE.

John Shewchuk, Hamton Station, Saskatchewan, Canada, assignor of one-half to Henry Kletzky, Hamton Station, Canada, has been granted United States patent rights, under number 1,318,612, for an axe, described herewith:



An axe comprising a helve with a head member secured to the end thereof, an extension member detachably secured to the head member, and a cutting member detachably secured

to said extension member.

OPPORTUNITIES FOR FOREIGN TRADE PRESENTED BY BUREAU OF FOREIGN AND DOMESTIC COMMERCE.

The Bureau of Foreign and Domestic Commerce through its Special Agents, Consular Officers and Commercial Attachés is receiving information of opportunities to sell hardware and kindred lines in several foreign countries. Names and locations will be supplied on request to the Bureau in Washington or its District Offices. Such requests should be made on

separate sheets for each opportunity, stating the number as given herewith:

30925.—A commercial agent from China is now in the United States and desires to secure an agency for the sale of hardware, toys and general merchandise. Reference.

30933.—A firm in Colombia wishes to obtain agencies for a few exclusive lines from only four or five large American houses. To the one or two agencies which it already has it desires to add agencies for steel products, tools and hardware. References.

30935.—The American representative of a large Swedish import firm wishes to get in touch with manufacturers of brass and copper in the shape of wires, pipes, tubes, bars, and sheets; also tin plates and sheets of iron and steel. References.

30936.—A merchant in Italy desires to secure an agency for the sale of steel, pig iron, metals, hardware, kitchen ware, agricultural machinery, and construction machinery. Correspondence should be in Italian. References.

30940.—An engineer in England desires to secure an agency for the sale of hardware of all descriptions. Quotations should be given c. i. f. port of London. References.

30942.—A firm in New Zealand desires to purchase on consignment and secure the sole agency for the sale of general hardware and furnishing lines, motor-accessories, and any special lines which indentors would handle. Quotations should be given f. o. b. American port. Terms to be arranged, but prefer 90 days sight against documents. References.

30945.—An American residing in France desires to secure agencies for the sale in the French African Colonies of hardware. Quotations should be given c. i. f. port in Africa. Payment, cash against documents. References.

30951.—A firm in India desires to secure exclusive agencies for the sale of motor cars, tires and accessories, and motor supplies of all kinds. Reference.

30953.—An importer in Roumania desires to represent firms interested in trade with that country and requests that catalogues, prospectus, and samples be forwarded. References.

30954.—A merchant in Italy desires to purchase and later secure an agency for the sale of staple commodities of every description, including hardware. Correspondence should be in Italian. References.

30955.—A commercial agent in the United States is about to return to Brazil, where he desires to represent American firms in the sale of marine hardware. References.

30956.—A firm of manufacturers' agents in Colombia, having sample rooms and several commercial travelers, desires to represent on commission and consignment basis the following lines: Hardware and specialties, and iron and steel goods. References.

30972.—An American firm permanently located in Belgium desires to represent in Europe American exporters of products of all kinds. It is requested that lowest prices be quoted and samples with full information be furnished. Can furnish bank references in New York and in Europe.

30983.—A Swiss wholesale merchant of steel and metal products desires to enter into direct business relations with steel works, especially copper and brass smelting houses, and wire-drawing mills, also concerns which could supply dynamo sheet iron, transformer sheet iron, and motor sheet iron.

30986.—A commercial agent in Bulgaria desires to secure agencies for the sale of hardware. He is willing to handle the business either on a straight commission basis or a consignment basis. References.

30998.—An agency on a commission basis is desired by a man in Spain for the sale of everything in the line of house builders' supplies, such as iron in round bars and special forms for reinforced concrete of different sizes, wire of 3 and 5 millimeters also for reinforced concrete, and hoops for the construction of barrels and large casks, or any article which can command large sales in that country. Quotations should be given c. i. f. Malaga. Correspondence may be in English. References.

31002.—An agency is desired by a man in Belgium for the sale of material for building construction, such as beams, girders, reinforcing steel, hardware and locks. Correspondence and catalogues should be in French. Reference.

31012.—A firm in Switzerland desires to purchase all articles for sale in the iron trade (hardware trade), principally tools, planes, saws, axes, chisels, screwdrivers, and plumbs and levels. Quotations should be given c. i. f. European port. Correspondence should be in French. Reference.

31016.—A commercial agent in France desires to secure an agency for the sale of cutlery and household articles. Correspondence should be in French. Reference.

31017.—A manufacturer's agent in Australia desires to receive catalogues and price lists with a view to securing an

agency from manufacturers of enameled kitchen ware. Satisfactory references to be furnished any manufacturer.

31026.—An agency is desired by a man in Morocco for the sale of bicycles and spare parts thereof. Quotations should be given c. i. f. African port. Correspondence should be in French. Reference.

31021.—The representation is desired by a man in Greece for the sale in the Orient of hardware. References.

31018.—A merchant in France wishes to secure the representation of firms who are able to deliver rapidly in good condition the following articles: tools and agricultural supplies. Reference.

31027.—The representative of an American firm organized for trade with Russia and Poland desires to secure an agency for the sale of locks of all kinds, door springs, window hardware, and hardware in general. Quotations should be given f. o. b. New York. References.

COMING CONVENTIONS.

Automotive Equipment Association, Medinah Temple, Chicago, November 5, 6, and 7, 1919. William M. Webster, Commissioner, 1818 City Hall Square Building, Chicago.

Automobile Accessories Branch of the National Hardware Association, Hotel Sherman, Chicago, Illinois, December 8 and 9, 1919. A. H. Nichols, Chairman, Detroit, Michigan.

Oklahoma Hardware and Implement Association, Oklahoma City, Oklahoma, December 9, 10, and 11, 1919. W. B. Porch, Secretary, Oklahoma City, Oklahoma.

Pacific Northwest Hardware and Implement Association, Davenport Hotel, Spokane, Washington, January 20, 21, 22 and 23, 1920. E. E. Lucas, Secretary, Hutton Building, Spokane, Washington.

Indiana Retail Hardware Association, Athenaeum Hall, Indianapolis, Indiana, January 27, 28, 29, and 30, 1920. Exhibit in same hall. G. F. Sheely, Secretary, Argos, Indiana.

Oregon Retail Hardware and Implement Dealers' Association, Imperial Hotel, Portland, Oregon, January 27, 28, 29 and 30, 1920. E. E. Lucas, Secretary, Hutton Building, Spokane, Washington.

Kentucky Hardware and Implement Dealers' Association, the Armory, Louisville, Kentucky, January 28, 29, 30, and 31, 1920. Hardware, Implement, and Vehicle exhibit. J. M. Stone, Secretary, Sturgis, Kentucky.

Nebraska Retail Hardware Association, Lincoln, Nebraska, February 3, 4, 5, 6, 1920. Nathan Roberts, Secretary, Lincoln, Nebraska.

Wisconsin Retail Hardware Association, Milwaukee, Wisconsin, February 4, 5, and 6, 1920. P. J. Jacobs, Secretary, Stevens Point, Wisconsin.

Iowa Retail Hardware Association, Auditorium, Des Moines, Iowa, February 10, 11, 12 and 13, 1920. A. R. Sale, Secretary, Mason City, Iowa.

Michigan Retail Hardware Association, Hotel Pantlind, Grand Rapids, Michigan, February 10, 11, 12 and 13, 1920. Exhibit in Furniture Exhibition Building. Arthur J. Scott, Secretary, Marine City, Michigan.

Pennsylvania and Atlantic Seaboard Hardware Association, Bellevue Stratford Hotel, Philadelphia, Pennsylvania, February 10, 11, 12, and 13, 1920. Exhibition in Philadelphia Commercial Museum. Sharon E. Jones, Secretary, 1314 Fulton Building, Pittsburgh, Pennsylvania.

North Dakota Retail Hardware Association, Grand Forks, North Dakota, February 11, 12 and 13, 1920. Hardware exhibit in Grand Forks Municipal Auditorium. C. N. Barnes, Secretary, Grand Forks, North Dakota.

Illinois Retail Hardware Association, Hotel Sherman, Chicago, Illinois, February 17, 18, and 19, 1920. Exhibit in connection. Leon D. Nish, Secretary, Elgin, Illinois.

Minnesota Retail Hardware Association, St. Paul Auditorium, St. Paul, Minnesota, February 17, 18, 19 and 20, 1920. H. O. Roberts, Secretary, 1030 Metropolitan Life Building, Minneapolis, Minnesota.

New York State Retail Hardware Association, Onondaga Hotel, Syracuse, New York, February 17, 18, 19 and 20, 1920. Exhibition in State Armory. John B. Foley, Secretary, 607 City Bank Building, New York City.

Missouri Retail Hardware Association, St. Joseph Auditorium, St. Joseph, Missouri, February 17, 18, and 19, 1920. F. X. Becherer, Secretary, 5136 North Broadway, St. Louis, Missouri.

New England Hardware Dealers' Association, Mechanics' Building, Boston, Massachusetts, February 23, 24, and 25, 1920. George A. Fiel, Secretary, 10 High Street, Boston, Massachusetts.

Ohio Hardware Association, Hotel Gibson, Cincinnati, Ohio, February 24, 25, 26 and 27, 1920. James B. Carson, Secretary, Dayton, Ohio.

Stove Founders' National Defense Association, Boston, Massachusetts, May 11, 1920. R. W. Sloan, Secretary, 826 Connell Building, Scranton, Pennsylvania.

Old Guard Southern Hardware Salesmen's Association, Marlborough-Blenheim Hotel, Atlantic City, New Jersey, May 12, 1920. R. P. Boyd, Secretary, Knoxville, Tennessee.

Southern Hardware Jobbers' Association, Marlborough-Blenheim Hotel, Atlantic City, New Jersey, May 11, 12, 13, and 14, 1920. John Donnan, Secretary, Richmond, Virginia.

American Hardware Manufacturers' Association, Marlborough-Blenheim Hotel, Atlantic City, New Jersey, May 11, 12, 13, and 14, 1920. F. D. Mitchell, Secretary, 4106 Woolworth Building, New York City.

National Association of Stove Manufacturers, Boston, Massachusetts, May 12 and 13, 1920. Robert S. Wood, Secretary, National State Bank Building, Troy, New York.

RETAIL HARDWARE DOINGS.

Arkansas.

Peter Hampel and Sons have opened a hardware business at Bigelow.

Iowa.

J. Zuercher, Elkader, sold his hardware business to Bower and Walderson.

The hardware business of W. A. Watterman and Son, Newell, was bought by the Newell Hardware Company.

Kansas.

Joseph Timmer Hardware Company, Kansas City, increased its capital from \$50,000 to \$75,000.

C. D. Lang, formerly of Salina, has bought half interest in the J. W. Fox Hardware and Furniture Store, Salina.

Michigan.

Belding Hardware Company, Belding, with a capital of \$15,000, has been incorporated by George G. Crawford, D. E. Pilkinton, and Iva C. Crawford.

Minnesota.

G. F. Akin, hardware, Farmington, sold his business to P. M. Faricy.

H. C. Holtz, hardware, Raymond, has been bought by C. Johnson.

Raymond S. Hanson has bought the hardware store of John L. Wolds, Twin Valley.

Missouri.

Appleton City Hardware Company, Appleton City, has been incorporated with a capital of \$40,000 by Otto Piepmeier, H. T. Pratt, H. G. Sunderwirth and C. E. Herman.

Osborne Hardware Company, Gallatin, has been bought by C. K. Connell.

Frank St. George, Russellville, sold his business, the Russellville Hardware and Implement Company, to Herman Freshley.

Nebraska.

J. H. Meyers bought the Valaer Hardware business at Belden.

M. L. Rothrock, hardware, Exter, has been succeeded by James Houzvicka.

The hardware business of J. R. Noyes, Louisville, has been bought by William Stehman.

John Mickimins bought the hardware business of Frank H. Vizal, Maifson.

B. Hlava succeeded to the hardware business of Elmer Strom, Ravenna.

Anton Hansen has purchased Nels P. Hansen's interest in the Hanson Brothers hardware business at Upland.

Frank Forman, Emmet, has traded his hardware store to Mr. Barker of Bassett for 160 acres of land.

North Dakota.

The business of Fingarson and Lilliberg, hardware and implements, Cummings, has been sold to J. P. Klontz and F. P. Fritz.

W. W. Whipple will open a hardware store at Flora.

Oklahoma.

Cocke and Mason will open a hardware business at Quinton.

The Rosedale Hardware Company, Purcell, is adding improvements to its building.

Pennsylvania.

The Cartwright-Miller Hardware Company has started business in Elwood. The store is in charge of Paul Cartwright.

Texas.

The Dabney Hardware and Furniture Company, Fort Worth, has been incorporated by G. M. Langdon, E. E. Dabney, and E. S. Griffith, with a capital of \$15,000.

Edwards Gilbert Company, hardware, Yoakum, was succeeded by Edwards Cartarphen Company.

The stock of hardware of the Thomson and Hillayer business, Sour Lake, was sold recently for the sum of \$19,500.

Wisconsin.

Roy Duchateau, Green Bay, opened an automobile accessory and sporting goods store in the Hoffman Building, this city.

J. S. Miller, hardware merchant, purchased a building in Oconto and will move his business there.

The A. Thielke Hardware Company, Mayville, has been incorporated with a capital of \$30,000 by Katherine Thielke, Almond Thielke, Laura Thielke.

AUTOMOBILE ACCESSORIES SOLD BY HARDWARE DEALERS

The Davis Lynn Storage Battery Company, Lynn, Massachusetts, has started on an addition, 50x200 feet.

The Auto Trailer Company, Beloit, Wisconsin, is taking bids for a plant, one-story, 160x510 feet, to cost \$150,000.

The Standard Automotive Parts Company, Muskegon, Michigan, has been incorporated with \$100,000 capital, by Max C. Price, and others.

The Standard Auto Parts Company of America, Park Row Building, New York City, has awarded a contract for a plant in Clifton, New Jersey, to cost \$100,000.

The Wheeler-Schebler Carbureter Company, Indianapolis, Indiana, will erect three factory buildings—one structure 108x132 feet and two others, 20x50 feet each.

The Never-Fail Carbureter Company, New York City, has been incorporated with \$5,000 active capital, by J. H. and J. B. Ballantine, 50 East Forty-second Street, New York City.

The Ramstack and Sons Manufacturing Company, Milwaukee, Wisconsin, has been incorporated with \$1,000,000 capital to manufacture spark plugs and other gas engine ignition specialties.

The Auto Accessories Manufacturing Company, Portchester, New York, has been incorporated with \$5,000 capital, by I. Rosenberg, M. Axelrod, 891 Fox Street, Portchester, and others.

The Automotive Specialty Corporation, New York City, has been incorporated with \$15,000 active capital, by A. Pinover, E. Rogow, and L. E. Bogel, 311 West Fifty-ninth Street, New York City.

The National Auto Accessories Company, New York City, has been incorporated with \$25,000 capital, by L. Epstein, 127 West 112th Street, H. Epstein, 25 Post Avenue, New York City, and others.

The Auto Equipment Company, Ft. Worth, Texas, capitalized at \$350,000, has been chartered to manufacture automobile parts and equipment by Morgan Bryan, S. B. Franklin and E. M. Hyder.

The Commercial Manufacturing Company, Detroit, Michigan, recently was chartered with \$350,000 capital to manufacture automobile accessories, by F. C. Lorimer, 54 Clifford Street, Detroit, Michigan, and others.

The H. & D. Shock Absorber Company, Crawfordsville, Indiana, which had been operated in Goodland, Indiana, was bought by Dumont M. Peck, of this city, who will move the plant to Crawfordsville. A building 80x200 feet will be erected.

The Detroit Spark Plug Manufacturing Company, Detroit, Michigan, capitalized at \$10,000, has been chartered to manufacture automobile accessories by

Chauncey P. Watson, Paul B. Moody, and Philip E. Moody, Detroit, Michigan.

MARKED INCREASE IN AUTO SALES MAKES BIGGER SALES OF AUTO ACCESSORIES.

The gross sales of one of the leading automobile manufacturers for 1918 amount to \$41,354,439, which means an increase of about 27 per cent over those of the preceding year.

"It's not the cost, but the upkeep," that phrase which holds so many back from buying automobiles, is well founded. With the increase of cars the increase of accessory sales is a foregone conclusion. And to the wide-awake dealer this means increased profits if he can keep abreast of his competitors in gaining the added business by the advent of increased sources of demand. With the increase of the source of want there is correspondingly an increase, and a concentration, in the source of supply. That is, individual dealers with a keen eye for business are apt to take unto themselves a large share of the new business. Hence, the logic of keeping abreast of the times. Avail yourself of every advantage offered in the way of advertising, suggestions, and other means of becoming one of those who will enjoy the profits from an increased demand.

CHOOSE CHICAGO FOR AUTOMOTIVE EQUIPMENT ASSOCIATION'S ANNUAL CONVENTION.

The Fourth Annual Convention of the Automotive Equipment Association will be held at the Medinah Temple, Chicago, Illinois, beginning November 3, 1919, and continuing till the 8th. An exhibit in connection with this coming convention is a departure from the usual custom of the Association. Throughout the entire convention there will be no afternoon sessions. Guest tickets for admittance to the exhibits and details concerning the Convention may be obtained from Wm. M. Webster, Commissioner, Automotive Equipment Association, City Hall Square Building, Chicago, Illinois.

USE FORESIGHT IN PURCHASING.

Fooling yourself is not fooling. Don't fool yourself. The cheap line of goods offered at a lower price than the standard line of the same article is apt to cost you more for the profit deducted in the end. Look farther than the immediate apparent saving. Customers becoming aware of inferiority of goods sold them will discontinue their patronage. Use foresight in purchasing goods.

ADVERTISING CRITICISM AND COMMENT

Helpful Hints for the Advertisement Writer

Cleverness and strict adherence to practicalities is evidenced in the advertisement of J. F. Raven Hardware Company, Meriden, Connecticut, reproduced herewith from the *Meriden Morning Record*, Meriden, Connecticut.



**USE THE
HALL COLD PACK
CANNER and CAN**

\$5.50
12 jars at once

A Great Time Saver
FRUIT JARS

12 qts. Ideal Ball	\$1.20
12 pts. Ideal Ball	\$1.10
12 qts. Masons	\$1.10
12 pts. Masons	\$1.00
12 qts. Masons, Zinc tops60
Jelly Jars	60c doz.

J. F. Raven Hdw. Co.
294 East Main Street

Cleverness is shown in the well-worded statement concerning the canner; practicality in the prominence and boldness given the price of the article advertised. The illustration shows action. It has punch in it. It directs the reader to do a certain thing. The attention of the prospective buyer is gained by the single

word "listen." Then, with ears pricked, he will go on to see what his attention was wanted for.

Stating prices on other articles necessary in the work of canning is good, and takes advantage of the possible needs of readers of this advertisement, who were undoubtedly attracted by the clever heading and price. This may lead to gainful results, though the featured article is not purchased.

* * *

The Myers Hardware and Sporting Goods Company realizes the necessity of gaining the confidence of its sporting patrons when it informs them in its



Golf Supplies

that meet every requirement of the Golf enthusiast.

It's a real treat to come here and fuss over our display of Golf supplies. And we're always glad to have you come.

We know the game ourselves and therefore know the meaning of selecting a Driver that balances or a Putter that is the right weight.

Myers Hardware and Sporting Goods Co.
Phone No. 902. 18 East Trade St.

advertising appearing in the *Charlotte News*, Charlotte, North Carolina, that they know the game of golf themselves and, therefore, the meaning of se-

lecting a Driver that balances or a Putter that is the right weight. The player is told that his wants will be intelligently supplied, not by an ordinary salesman, but by someone who knows and understands the game. Assuring prospective customers that it is not a burden to show them your stock creates a friendly feeling. It is an invitation to them to come and look over your line. And there is seldom a sportsman, who, after rummaging over a line of his favorite sporting goods, will not come across something that he ought to have—something that would greatly aid him. The advertisement would be more gainful if some particular article were selected for emphasis and a range of prices stated.

* * *

The copy-writer for the Shaefer Hardware Company forgot to mention the name of the gas stove referred to in that concern's advertisement in the *Daily Ypsilanti Press*, Ypsilanti, Michigan. If it is

Gas Stoves

Guaranteed to Save Gas

You are now able to procure the
best stove on the market, the factory
again being on a pre-war basis.

If you want to save gas in the face
of the raise in gas prices, be sure and
investigate this stove at our store.

Shaefer Hdwe. Co.

the best stove on the market and if it is guaranteed to save gas, its name ought to be disclosed so that the fame of it may draw crowds of stove buyers to the store. Typographically, this advertisement is sure to arrest the notice of the reader. It has a generous allowance of white space. The wording is brief, clear, and—with the exception of the failure to specify the name of the stove—straightforward and persuasive.

* * *

The merchant who does not believe in advertising would have a sorry time trying to find a successful business that had been built without advertising of some kind.

HEATING AND VENTILATING

DELIVERS EMPHATIC MESSAGE TO NEW YORK HEATING AND VENTILATING ENGINEERS.

Perry West, President New York Chapter The American Society of Heating and Ventilating Engineers, has sent out a personal message to the members of the Society. His entire pamphlet savors of enthusiastic action. Beginning with the curt phrase, Forward, March! President West speaks as follows:

"It is with the greatest confidence and eager interest in the work of the ensuing year, that the officers and directors greet each and every one of the 'Four Hundred' Metropolitan members of the American Society of Heating and Ventilating Engineers.

"This confidence exists in our belief that you will have the same eager interest and impatient desire to get at the many worth while things that are to be done when once we all realize just what these things are.

"The eager interest is born of the fact that never before in the history of time have there existed such opportunities for general evolution and that never before has the New York Chapter had so many man-sized, interest-compelling calls to service sounded in its ears.

"We like this word 'Interest' and we know that you like it, for without interest there can be no work, and without work there can be no interest.

"We all delight in being intensely interested and we are always searching the universe for something to catch our interest. Isn't it a fact, however, that we frequently find that very interesting something for which we are searching violently knocking at our very door?"

There is no doubt that, because of the position held in the structure of industry by heating and ventilating engineers, they necessarily should have a voice in functioning of the commonwealth, politically, economically, and socially. And in view of this, President Perry says, "How long do you suppose it would take to make our profession a real live interesting institution, with all of the economical, social, and political power that it deserves?" Of course, the answer remains with the mass of the membership.

The meetings of the Society are going to be made vitally interesting. Research along scientific lines will be taken up at a coming meeting in order to gain as much data and knowledge for the general membership as is within the means of the organization. An "Engineering Symposium" will be had at another meeting. The organization contemplates bringing about a "Visitation Meeting" for the purpose of visiting and investigating in a body the newest and most interesting heating and ventilating developments in the City of New York and vicinity. All in all, there is much interesting work ahead for the New York Chapter of

the Society. The opinions and ideas of each member are solicited in an effort to increase the practical value of the organization.

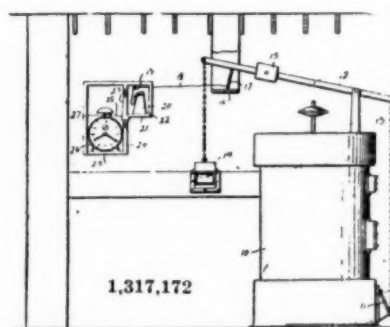
"Sit down and write, right now, to Secretary E. A. Scott, 156 Fifth Avenue, New York City, and give him all the suggestions you have. We want your foresight to use instead of your 'hindsight,' which will be of no use to us or you either," concludes President West in his message.

REPORTS A SHORTAGE OF WARM AIR HEATERS IN VARIOUS MARKETS.

Because of numerous strikes, some of the mills are closed, thus adversely affecting the supply of materials for warm air heaters and radiators. Orders continue to be filled, but in some instances are refused or accepted on terms which leave the dealer under no contract to deliver at a certain time. During the past week prices have advanced. Dealers are in a quandary as to what they will do when cold weather begins. No immediate relief is in prospect. The chief difficulty arises from lack of sufficient production. This is due, in some measure, to the industrial unrest which has an unfavorable effect upon the workers and manifests itself in lessening of the day's output.

PATENTS TIME CONTROLLED WARM AIR HEATER REGULATOR.

Harvey A. Mailloux, Haverhill, Massachusetts, has been granted United States patent rights, under number 1,317,172, for a time controlled warm air heater regulator, described in the following:

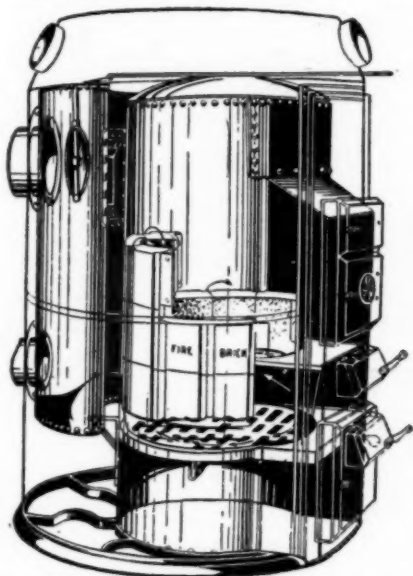


The combination with a heater having a draft door, a check, and a pivoted arm connected at one end to the draft door and at the other end to the check, the arm being provided with a weight tending to

close the check and open the draft door, of a releasable brace adapted to be disposed beneath the arm to hold it supported, a weight connected to said brace to pull it from beneath said arm, a pivoted shelf upon which said weight normally rests and holding it from downward movement, a trigger engaging the shelf, and a clock having its alarm mechanism operatively connected to the trigger to release it at a predetermined time to thereby release the shelf and permit the downward movement of the weight and the release of said brace.

BUILDS WITH GENUINE INGOT IRON.

The Peerless Warm Air Heater, illustrated herewith, is made by the Peerless Foundry Company, Indianapolis, Indiana. It is built of high grade

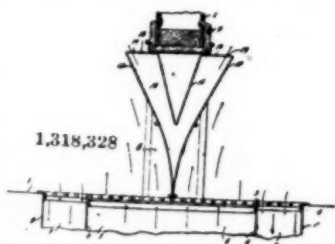


Peerless Warm Air Heater, Made by the Peerless Foundry Company, Indianapolis, Indiana.

ingot iron. This material is rust-resisting. Every joint of this warm air heater is riveted and calked, producing a permanent gas-tight construction. The Peerless Warm Air Heater has a hot blast firebrick fire pot, guaranteed by The Peerless Foundry Company. Fire pots of similar construction, say the manufacturers, are used in foundries to melt pig iron of which warm air heaters are made. No trouble is experienced from the wearing out of the fire pots in this heater. The manufacturers claim the fire pot in the Peerless Warm Air Heater is indestructible. Descriptive literature and prices will be sent upon inquiry to The Peerless Foundry Company, 1853-1955 Ludlow Avenue, Indianapolis, Indiana.

OBTAINS PATENT FOR WALL REGISTER FOR PIPELESS HEATER.

William Jay Doyle, Cincinnati, Ohio, assignor to The Monitor Stove Company, Cincinnati, Ohio, has procured United States patent rights, under number 1,318,328, for a wall register for a pipeless heater, described in the following:



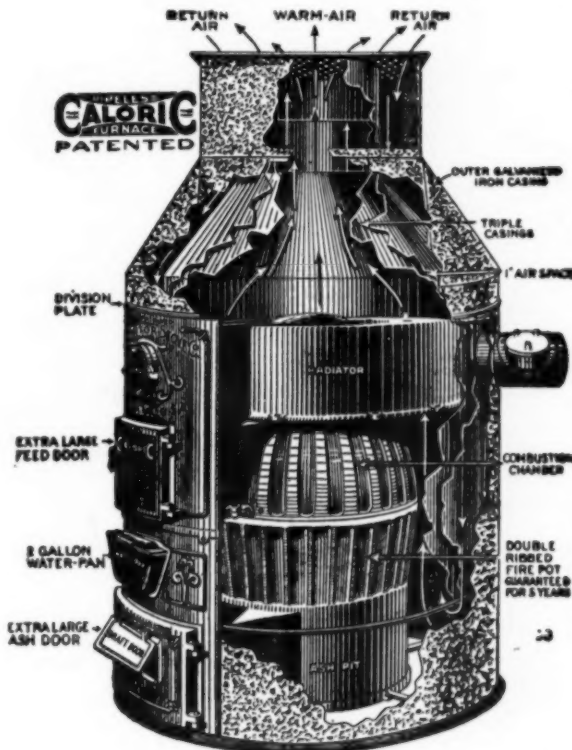
A combined floor and wall warm and hot-air single register for a pipeless heater, comprising a floor grating, with a central hot-air portion and a marginal cold-air portion, a wall section, comprising a double V-shaped shell with apex bridging the floor register and diverging upwardly into the two rooms on opposite sides of the wall, the outer wall shell having an imperforate section alined with the central portion of the floor register, and a perforate section alined with the marginal portion of the floor register, the upper portion of the shell being formed with hot-air outlets adjacent the wall.

DEALER MAKES BIG SALES.

If you have ever served as a juror you know what the preponderance of evidence means. In their in-

structions to the jury, judges lay especial stress upon this phase of the law. Law is said to be pure logic. Why not apply logic in the testing of warm air heaters? It is usually the preponderance of the evidence presented in favor of particular warm air heaters that prompts dealers to handle a certain make.

In support of the asserted high quality of the Caloric Pipeless Warm Air Heater, illustrated herewith, The Monitor Stove Company states that there is a proven record of over 76,000 buildings successfully using this



Caloric Warm Air Heater, Manufactured by The Monitor Stove Company, Cincinnati, Ohio.

make of warm air heater. As an incentive to increased business they have started an immense advertising campaign. One dealer says he sold 150 of these warm air heaters last season; expects to dispose of 200 this year. Details concerning agency for this warm air heater will be promptly furnished by writing The Monitor Stove Company, 500 Gest Street, Cincinnati, Ohio.

MOISTURE CONSERVES HEAT AND PROTECTS FROM COLDS.

Moisture in air is a conservator of heat. It also protects the skin from too rapid change of temperature. Like a soft, invisible blanket, constantly wrapped around us, moisture in the air protects us from too sudden heating or too sudden cooling. Because of its heat-conveying qualities, when combined with air, humidity is of practical importance in warm air heating. It is likewise a physiological necessity. The importance of humidity in determining the temperature and its heat-containing properties is expressed in the words of an English scientist. "The removal of a single summer's night of the aqueous vapor from the atmosphere which covers England would be attended by the destruction of every plant which a freezing temperature could kill." In other words the moisture in the air in England during summer

retains enough heat during the daytime to keep the plants of the country alive until the sun rises again.

The moisture given out by the humidifying device installed in most warm air heaters acts as a conservator of heat. This is one of the principal, among the many reasons, for the economical heating made practical with the installation of warm air heaters. An important physiological advantage of the warm air heater may be noted in the study of humidity. It is this: the moisture in the heat from a warm air heater is a protective agent against colds. This invisible blanket guards the skin. The love of comfort often leads us to heat our houses more intensely during the severely cold weather than at other times. This is especially dangerous, if we have to go outdoors, when the system of heating does not provide for sufficient humidity of the air. The danger is lessened, however, when a proper amount of moisture is combined with the warm air. It does not take scientific research for the average man—though scientific research has affirmed it—to determine which is the best system for healthful heating and ventilating. Beyond a doubt, the best system is that of the warm air heater.

INSTALLS LARGE, ROOMY ASH PIT.

Depicted herewith is the Apex Warm Air Heater, made by the Youngstown Furnace Company, 630 Marshall Street, Youngstown, Ohio. The ash pit of



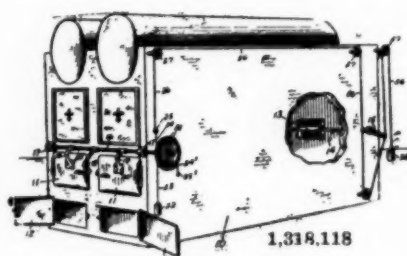
Apex Warm Air Heater, Made by the Youngstown Furnace Company, 630 Marshall Street, Youngstown, Ohio.

this warm air heater is unusually large. The opening in front being large also, affords an easy access for the removal of ashes. The fire pot in the Apex Warm Air heater is of the slotted variety. The slots allow for expansion and contraction on the inside of fire pot where heat is most intense, thereby saving the pot from cracking, it is said. The slots provide for air circulation around the outside of the bed of coals. There is produced an equal circulation of air throughout the fire in this way. A triangular grate is furnished with the Apex Warm Air Heater. Should individual requirements demand other designs, they can be furnished with this warm air heater. The grate is very easily manipulated. Little force is required. But a few shakes to the right and left does the work. The

grate can be removed in sections or in its entirety through the ash pit door. Complete details and descriptive literature will be furnished those interested upon inquiry to the Youngstown Furnace Company, 630 Marshall Street, Youngstown, Ohio. This company also has Western distributing agents in Chicago. They are the Carr Supply Company, 412-414 North Dearborn Street, Chicago, Illinois.

IS GRANTED PATENT FOR DAMPER REGULATING MECHANISM FOR WARM AIR HEATERS.

Louis Takacs, Bridgeport, Connecticut, has obtained United States patent rights, under number 1,318,118, for a damper regulating mechanism for warm air heaters, described in the following:

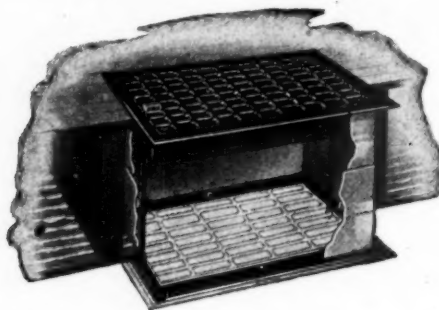


In a draft regulating mechanism for heaters, the combination with a flue damper, of an oscillatory regulating shaft provided with means for

locking the heater door in closed position, means by which said shaft may be oscillated, and a positive connection between the damper and the regulating shaft, whereby movement of said shaft actuates the damper, said door locking means and said damper being so related that the heater door can not be opened until the damper has first been shifted from the position normally occupied when the door is closed.

MAKES ADJUSTABLE VENTILATORS.

The Hart and Cooley Company, New Britain, Connecticut, manufacturers of a varied line of ventilating supplies, produce "H & C" Adjustable Ventilators. These ventilators are designed to carry surplus heat from a lower to an upper floor room. Heat is thereby utilized to its full extent. The ventilators as manu-



"H. & C." Adjustable Ventilator, Made by The Hart and Cooley Company, New Britain, Connecticut.

factured are complete and ready for installation. They consist of two gratings—one white face register and one black, attached to a tin box which is adjustable from 7 to 12 inches in depth. Prices, shipping details and other matters of importance to dealers can be obtained by writing The Hart and Cooley Company, New Britain, Connecticut.

The Golden Rule hasn't corroded yet.

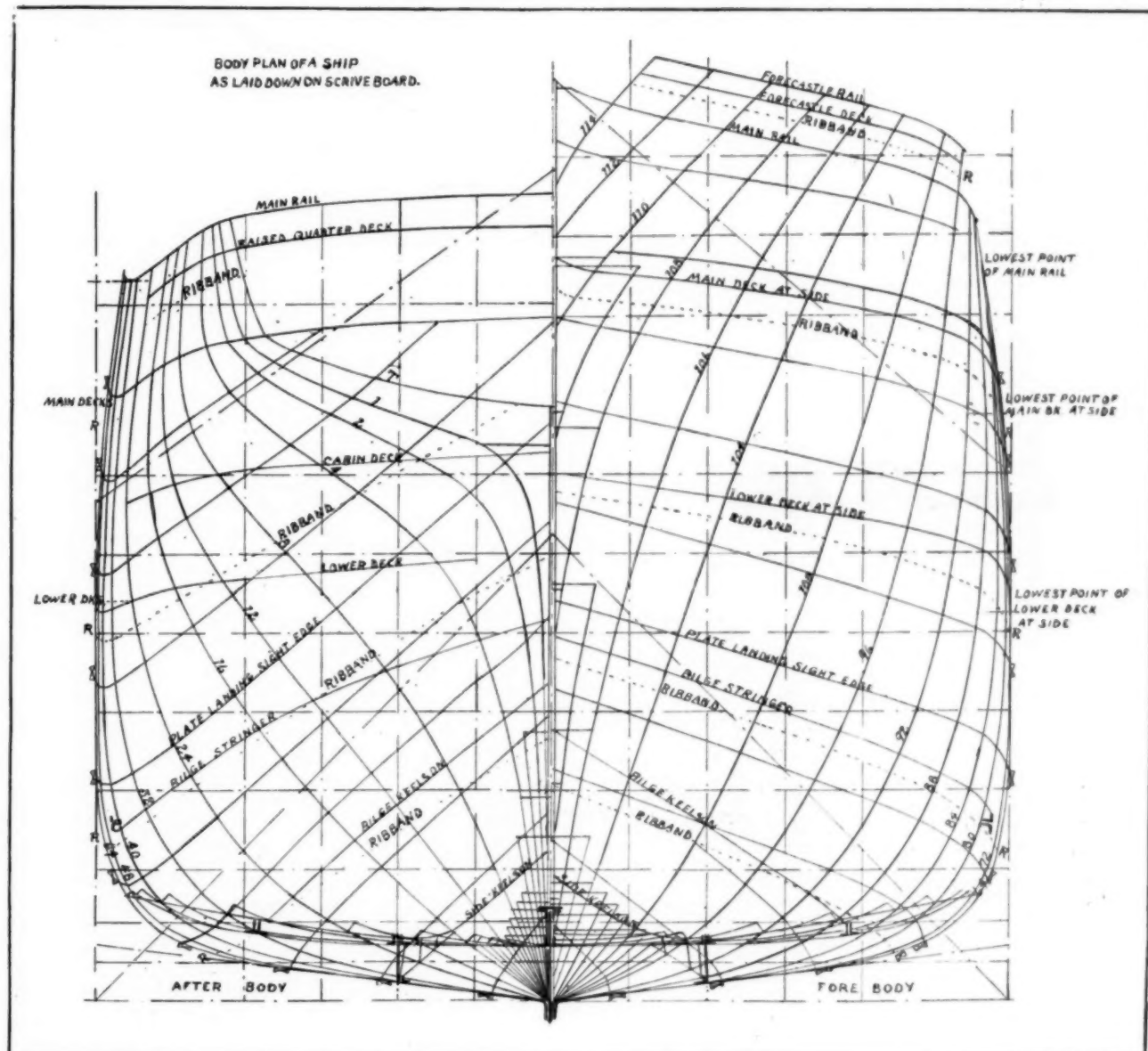
PRACTICAL HELPS FOR THE TINSMITH

BODY PLAN FOR SCRIVE BOARD.

By O. W. KOTHE.

During the war a good many sheet metal workers secured positions in mold lofts of shipyards. Many

things are checked up, a full sized body plan of the vessel is cut in on the loft floor. This is done full size of the vessel, and it takes these specialists two or more months just to plant this body plan in the floor. All lines are cut with a special knife called a scribe



Body Plan for Scribe Board.

loft foremen prefer sheet metal men because they have a better knowledge of surfaces than most other workmen, especially those who understand triangulation thoroughly. This does not mean that as soon as a person can lay out a square to round, he is competent for such work. We mean triangulation in its broadest working knowledge. As there will, no doubt, be many more of our craft take up this work, an article on its practices will be of interest.

In the first place the naval architect draws out his vessel to say $\frac{1}{4}$ inch to the foot. After this the lines are transferred to a marble slab. When all

knife. When this is finished it is checked over in detail and is then ready for the loftman. Our accompanying drawing shows this body plan. It looks to a beginner like a jumbled up mess of lines, but in reality every plate, angle, etc., is taken from this scribe board. It is claimed that there are some twenty thousand parts necessary to make a vessel's hull. So we see there is something to it.

This loft work is the very best work in a shipyard when it comes to mechanical labor. The office force is not included. But when compared with all the actual production labor required to construct a ship,

the mold loftsmen has the best position of them all. This also takes on great responsibility, because every hole that is made, and every angle that is made must fit to some other part of the vessel. If these do not come right then a great loss is incurred.

But to overcome this, several men with helpers and apprentices work in gangs. Each gang has a leader, and the shop has a foreman and assistant foreman. Very often a leader of one of the other gangs acts as helper to many another workman when difficulties arise. The work is distributed according to the merits of the men where the persons are all on agreeable terms. But for a beginner to enter and assert his authority it is most unfortunate for him, because the men will just nicely let him alone and sooner or later he shows himself up. Errors are so easily made, that it will astonish any workman.

All work in the loft is given on plans and there the workmen must check up with the scribe board as for length and angle. All templates are made of wood battering strips. These strips are cut and fitted and reinforced so that they are perfectly rigid for marking off purposes. All holes and angles of knuckles and miter cuts are made direct on the templates. So the loftsmen is really a carpenter or joiner, since he does work in nothing but wood. The only time he touches metal is when he goes out on the vessel to see how his work turns out.

It is the loftsmen who is promoted to manage the overseeing of a vessel or supervise its many complicated construction parts. A good loftsmen receives promotion far ahead of any other of the construction mechanics. He is the only one who has the opportunity of studying every single feature of a vessel. In fact he must know it just like he knows his own name.

We should add that it does not matter how good a mechanic you are the loftsmen's work is something entirely different from anything else you have ever done. We know of some of the ablest sheet metal mechanics, men who were very keen on laying out, and especially keen on the development of true angles, and we know of these men working from 12 to 18 months as second class loftsmen. There are so many parts of a vessel that require strict geometrical treatment, and together with this every part must be constructed in specified ways. While looking at a very simple drawing, all points may be perfectly clear to you, but throughout the entire layout snags will present themselves. It is these difficulties that must be learned, and the only way to learn them is right on the ground floor where the work is done.

Much can be said on this loftsmen's work, but it must be learned like everything else.

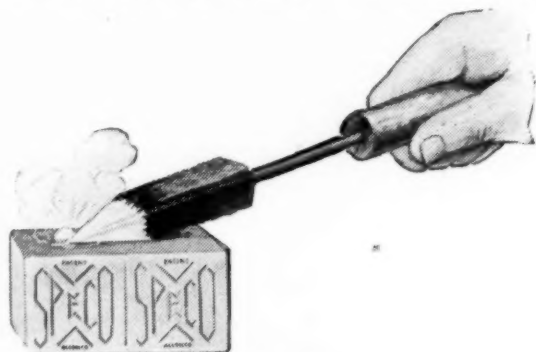
PURCHASES LAND AND FACTORIES.

The Robertson Brothers Manufacturing Company, Chicago, Illinois, sheet metal products, have purchased a new plant containing over four acres, improved with two large manufacturing buildings. The property is situated in the City of Chicago on Western Avenue, near Fifty-fourth Place, and was purchased at a price of \$140,000. Greatly increased business and

a growing list of permanent customers render necessary the enlargement of the company's facilities.

NEW FORM OF SAL-AMMONIAC MAKES SOLDERING WORK MUCH EASIER.

The Special Chemicals Company of Highland Park, Illinois, manufactures a new form of sal-ammoniac, which, it claims, will do the work of twenty times its bulk of ordinary, English lump sal-ammoniac. "Speco,"

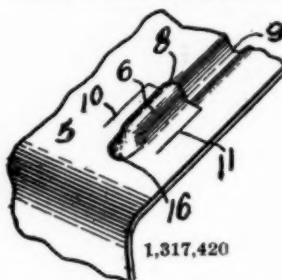


"Speco," Made by the Special Chemicals Company, Highland Park, Illinois.

the trade name of this product, has been adopted in the tin shops of some of the largest industrial plants in America, over the manufacturers. The great economy of "Speco" will recommend itself to every mechanic who uses a soldering iron, states the Special Chemicals Company. This product, unlike ordinary sal-ammoniac, is free from crystal. It is solid and has no waste. A patent has been allowed for "Speco" by the United States Patent Office, recognizing it as an entirely new form of the chemical. Complete information concerning price and other details of "Speco" will be furnished upon inquiry to the Special Chemicals Company, Highland Park, Illinois.

OBTAINS PATENT FOR THE HINGING OF SHEET METAL RECEPTACLES.

George W. Berry, Rose Bay, New South Wales, Australia, assignor to The Wireless Hinge Manufacturing Company, Limited, Sydney, New South Wales, Australia, has procured United States patent rights under number 1,317,420, for the hinging of sheet metal receptacles, described herewith:



The herein described improvement in hingedly connecting the lid and body of a receptacle in which bulbed tongues pressed from the body engage over pintles carried by the lid of forming a flute at the base of the bulbed tongues transversely of the line of connection between the tongues and the body when the tongues are bent to position to engage over the pintles to stiffen the tongues to prevent the tongues from being pressed outwardly after being pressed to hinge forming position.

The consciousness of an advertisement well performed will give you music at midnight.

STATES REASON WHY HIS COMPANY ADVERTISES IN TRADE PAPERS.

The general sales manager of one of the leading manufacturing companies in the sheet metal industry says that his company has consistently used the trade press to exploit its products. There was a very definite reason for this action in this that the trade publication was recognized as the business man's official source of information and, therefore, the logical medium to use. And that condition applies even more emphatically now than it did a decade or two ago.

"Most leading manufacturers, jobbers and store-keepers consistently follow the editorials of their trade periodicals to keep abreast with the times," he declares. "They are anxious to keep alive to industry's progress, apace with what their contemporaries are doing and with business conditions in general; and their trade paper contains those important tidbits of information.

"It is only natural then that this condition should prevail since each publication has access to authorities whose pens simplify the perplexities that so often beset commercial establishments.

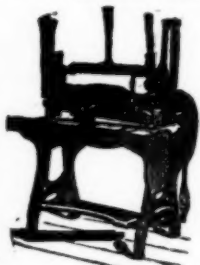
"The field and function of the trade press are narrow and limited, yet, on the other hand, they are direct, intensive and comprehensive. When a consumer specialist requires information on his own particular subject he does not invite an answer from the ambient atmosphere; he goes straight to the home of information—the special trade paper in that particular field. So the judicious manufacturer when he wishes to reach a certain specific class of consumers, speaks face to face with them through their own business publications.

"Much buncombe has been uttered by advertising agents and others invidious to the trade press.

"The fact remains that this same trade press is the only medium through which the manufacturer can talk in his own language to those who understand the language."

MADE FOR HAND OR BELT DRIVE.

This is the Treadle Gap Shear, made by Bertsch and Company of Cambridge City, Indiana. It comes in all standard sizes for Number 14 and lighter gauge



Treadle Gap Shear, made by Bertsch and Company, Cambridge City, Indiana.

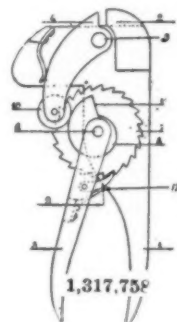
sheets. This shear squares, trims or slits sheets. Bertsch and Company make a complete line of shears, punches and bending rolls. They come in all sizes for hand or belt drive. They make a forming roll which is self-opening, self-closing and self-adjusting and is built for any capacity up to 1½ inch plates. This forming roll can be changed to operate single geared

for rapid work when forming light sheets. The rolls are forged steel, the frame and gears being made from extra strong semi-steel. A through crankshaft is provided to operate from either end. They are furnished with friction or plain pulleys for reverse motion. For further information, Bertsch and Com-

pany of Cambridge City, Indiana, will send their catalog "F," to those requesting it.

PATENTS SHEARING, CUTTING, NIPPING, PUNCHING AND THE LIKE TOOL.

Under number 1,317,758, United States patent rights have been granted to Leon Dicop, Levallois-Perret, France, for a shearing, cutting, nipping, punching and the like tool, described herewith:



Pliers comprising a fixed lever, a fixed jaw rigid with said lever, a pivotal control lever, a pawl carried by the control lever, a ratchet wheel, a cam rigid with the ratchet wheel, said cam and ratchet wheel being pivotally mounted on the axis of the pivotal control lever, the pawl being in engagement with said ratchet wheel, a pivoted jaw co-operating with the fixed jaw and a roller carried by the pivoted jaw and contacting with said cam.

SUSTAINS GOOD WORKMANSHIP.

A trough is completed. It is suspended from the eaves. Later—a few months after installation—the hangers give way and down comes the trough. What opinion will the owner of the house have of the sheet metal contractor who put the trough up? Not a very good one. Can you blame him? He counts on results. Perhaps the workmanship in the construction of the trough was of the best. The eaves trough hangers were at fault. On account of this the entire work of the sheet metal contractor was condemned. This should be avoided. It can be avoided. Careful selection of material is the remedy. The Peerless Eaves



Peerless Eaves Trough Hanger, Made by the Abbott Manufacturing Company, 4700 Central Avenue, Cleveland, Ohio.

Trough Hanger, illustrated herewith, manufactured by the Abbott Manufacturing Company, 4700 Central Avenue, Cleveland, Ohio, is made of galvanized steel and is designed to withstand severe strain. As may be seen from the illustration, it is in two pieces. Sample and prices will be furnished upon request to the Abbott Manufacturing Company, 2900 Central Avenue, Cleveland, Ohio.

WILL LONG RESIST CORROSION.

Everyone is always seeking the most value for his money. We want the best that is on the market for a certain price. Metal is not excluded. There are many qualities in sheet metal that have to be considered in its purchase. Various grades are on the market. But the experienced buyer has learned that few are reliable. He has also learned that the few are of standard makes. The Stark Rolling Mill Company, Canton, Ohio, are makers of a standard quality of sheet metal. One of the main attributes of its product which places

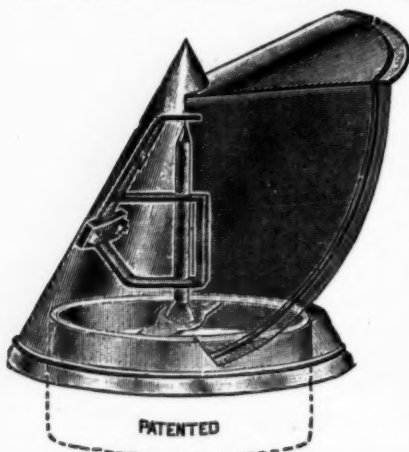
it above the ordinary kind of metal is its uncommon resistance to corrosion. The sturdy qualities of their product is described at length in a book entitled "The Corrosion Book," which will be furnished upon inquiry to The Stark Rolling Mill Company, Canton, Ohio.

CENTRALIZES COMMUNITIES NEEDS.

Make your store the natural center for your line of goods. Create the thought in the minds of the people of your community that whenever they need anything which you handle, the most natural place to go is your store. This is not easy. It requires patient, constant effort. Advertising of all sorts is necessary. The advertisement of a satisfied customer is most essential. Satisfy the entire community. At all hazards do not let anyone out of your store with a reason for grumbling. Nothing spreads quicker. Nothing is more ruinous to business growth. To centralize the attention of the community upon your store as their headquarters should be your constant aim.

HAS EXTRA STRONG BEARINGS.

Perfect ease of working is the main feature in the New Rotable Standard Ventilator, made by the Stand-



New Rotable Standard Ventilator, Made by the Standard Ventilator Company, Lewisburg, Pennsylvania.

ard Ventilator Company, Lewisburg, Pennsylvania. The capacity of the opening corresponds with the size of the flues. The parts and bearings which act with the slightest change in the wind's direction, are constructed to withstand the severest storm. In calm or wind the full area of opening is always effective, regardless of the temperature within the building, claim the makers. They state that it will handle 50 per cent more air than the stationary ventilators of equal size. This ventilator can be had in any size. Complete details may be obtained upon inquiry to the Standard Ventilator Company, Lewisburg, Pennsylvania.

IMAGINATION IS CREATIVE FORCE.

Imagination is creative. Every single invention of today was, at some time, the fantastic dream of some one. Probably he had nothing to do with the actual producing of the reality. He may have told a friend of his dreams. His friend may have proceeded to put the imaginative thought to a practical use. But all reality must at first be a product of pure imagination. It is in the combining of the dreamer with the practical man that is produced the powerful builder. Imagine your business boom before it will boom. Imagine your conducting a large advertising campaign.

But most of all put your imaginings into practice or they are, not only worthless, but detrimental. To dream without any action is to waste precious time. But before carrying out any big task imagine—dream—create mentally.

KEEP UP YOUR ADVERTISING.

Some dealers get the idea if they use a small space in the local paper three or four times a year that they are advertising. They are. But they are advertising the fact that they don't know what real advertising is. It is in towns where this occurs that the mail order houses get busy and the mail order firms are always watching for openings of this kind.

COMBINES ART WITH INDUSTRY.

Today sees the combining of Art with Industry. Durability of material alone is not sufficient. Consumers are not satisfied with an ordinary piece of sheet metal work. The artistic possibilities of the sheet metal worker are limited by mechanical restrictions. However, this is no hindrance to the objective. Advancement in sheet metal work has not excluded the advancement of artistic combination. Equipped with all the modern means of manufacture the Geroch Brothers Manufacturing Company, 1227 South Vandeventer Avenue, St. Louis, Missouri, can serve the sheet metal trade with a varied description of ornamentation. Any outlay of sheet metal design can be satisfactorily handled by them. For further particulars write the Geroch Brothers Company, 1227 South Vandeventer Avenue, St. Louis, Missouri.

TOMORROW NEVER COMES.

"There is no tomorrow." Whoever first said that must have been disgusted with that class of men who always put things off until tomorrow—consequently, never do it. Today is the tomorrow of yesterday—and in the tomorrow of yesterday do all you can instead of putting it off until the tomorrow of today.

NOTES AND QUERIES.

Antimony.

From J. G. Holden, Morrison, Illinois.

Where can I procure antimony for use in alloys?

Ans.: S. Birkenstein & Sons, 409 West Ontario Street, Chicago, Illinois, and I. Lipka and Company, 2433-41 West 48th Street, Chicago, Illinois.

Acetylene Gas Fire-Pots.

From Otto Schuman, Grand Rapids, Wisconsin.

Can you tell me if a soldering fire-pot is made to connect to an acetylene apparatus?

Ans.: The Prestolite Company, Indianapolis, Indiana, makes an acetylene fire-pot.

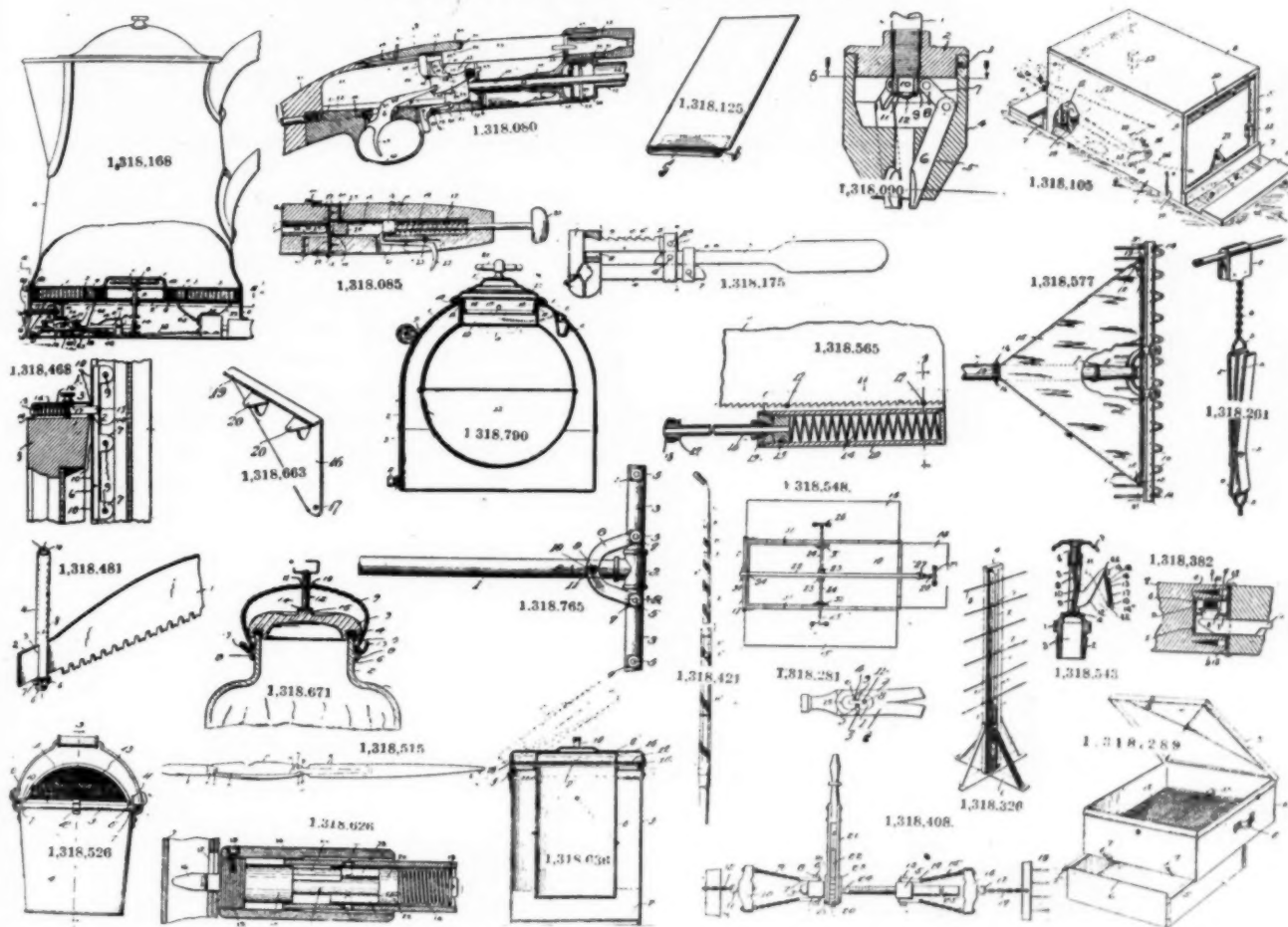
Repair Parts for Frantz Premier Carpet Sweeper.

From D. W. Housley, The Gray Hardware and Implement Company, St. John, Kansas.

Please advise me where I can buy repair parts for Frantz Premier Carpet Sweeper.

Ans.: The Frantz Premier Company of Cleveland, Ohio, can undoubtedly furnish you with repairs.

NEW PATENTS.



1,318,080. Firearm. Timothy F. Horan, Ilion, N. Y. Filed Dec. 26, 1916.

1,318,085. Fishing-Rod Handle. Henry C. Kee, Greenville, Tex. Filed March 24, 1919.

1,318,090. Drill-Chuck. Richard Knebel, New Britain, Conn. Filed March 6, 1919.

1,318,105. Trap-Nest. Violet O'Rourke, Exeter, N. H. Filed April 4, 1919.

1,318,125. Roof Construction. Peter Zimbelmann, Aurora, Ill. Filed March 27, 1919.

1,318,168. Automatically - Controlled Electric Coffee-Cooker. John F. Newsom, Palo Alto, Calif. Filed May 29, 1916.

1,318,175. Wrench. Eugene F. Prather, Eaglette, Ark. Filed June 6, 1918.

1,318,261. Clothes-Pin. Henrietta May Bryan, Three Bridges, N. J. Filed Dec. 16, 1918.

1,318,281. Hammer-Fastener. William A. Johns, East St. Louis, Ill., assignor of one-half to John D. Johns, East St. Louis, Ill. Filed April 13, 1917.

1,318,289. Dustless Ash-Sifter. Henry Kemmerer, Sr., and Harry A. Kemmerer, Jr., Wilkes-Barre, Pa. Filed March 1, 1919.

1,318,326. Fencepost. Paul Kmiecinski, Chicago, Ill. Filed Dec. 17, 1918.

1,318,382. Antirattle Door-Latch. Wilbur R. Herby, Dayton, Ohio. Filed May 26, 1919.

1,318,408. Wire-Stretcher. Thomas Sidney Reddick, Minneapolis, Minn. Filed Oct. 20, 1915.

1,318,421. Fishing-Rod. Henry S. Welles, New York, N. Y. Filed April 7, 1919.

1,318,468. Sash-Holder. Charles Wessoleck, Hartford, Conn. Filed June 14, 1919.

1,318,481. Handle for Crosscut-Saws. Frank W. Cyphert, Curllsville, Pa. Filed May 3, 1919.

1,318,515. Knife. Ernest G. Voos, New Haven, Conn. Filed May 13, 1919.

1,318,526. Milk-Bucket. Timothy W. Barton and William W. Waldo, Weiser, Idaho. Filed March 21, 1919.

1,318,543. Sprinkler-Head. Ezra E. Clark, Newtonville, Mass. Filed Jan. 16, 1919.

1,318,548. Ash-Pan. Elizabeth M. Gehrmann, South Bellingham, Wash. Filed Oct. 16, 1918.

1,318,565. Dust-Blowing Attachment for Hand-Saws. James P. Johnson, Savannah, Ga. Filed Feb. 19, 1919.

1,318,577. Attachment for Garden and Lawn Rakes. Peter Moquist, Minneapolis, Minn. Filed Dec. 21, 1918.

1,318,626. Latch Mechanism. William M. Wampler, New York, and George E. Henry, Bellmore, N. Y. Filed March 1, 1919.

1,318,636. Garbage-Can. Wade H. Wiggins, Cleveland, Ohio, assignor of forty-nine one-hundredths to William T. Ward, Cleveland, Ohio. Filed Oct. 22, 1917.

1,318,663. Hinge. Peter Hall, Pasadena, Calif. Filed April 19, 1919.

1,318,671. Fruit-Jar Cover. Charles Hunt, Manchester, N. H. Filed May 21, 1919.

1,318,765. Rake. William C. Jones, Niantic, Ill. Filed Jan. 26, 1918.

1,318,790. Cooking-Utensil. Henry S. Murray, Denver, Colo. Filed Dec. 31, 1918.

BEGIN WHERE YOU ARE FOR SUCCESS.

Begin where you are if you would end where you want to be. It does not matter where you are, either. The fellow who is always going out to see everything going on may get to a day in his career when he will find that nothing has happened! Begin where you are and begin *now*.

WEEKLY REPORT OF TRADE AND THE MARKETS

CONFIDENCE IS THE DOMINANT NOTE OF THE ENTIRE STEEL TRADE.

From every part of America have come sturdy messages of encouragement to the leaders of the steel industry. The principle involved in the strike vitally affects all business. The commerce of the United States can not go forward prosperously and efficiently unless the forces of law and order are paramount. Public opinion is with the steel trade. No more precious asset is imaginable in the strengthening and development of a great pivotal industry than the approval and support of public opinion. The steel trade has greatly increased its confidence in the triumph of justice and right. This confidence is powerfully substantiated by the gradual widening of operations in the leading centers. An increase of capacity has been noted in both the Eastern and Western mills. Indeed, so far as commercial operations are concerned the steel strike is already broken. It is reported that buyers will no longer be obliged to offer premiums for delivery if the present rate of production is maintained.

STEEL.

Steel products report that there has been no change in the strong demand, although recent refusals of proffered business has reduced the actual inquiry considerably and it is not likely that this will broaden out again until the mills are in a position to accept business freely. Although the strikers are returning to work steadily, operations are still far below normal and it is likely that some time must elapse before all of the plants are running at full capacity.

Demand for bars and plates is active, but the inquiry for structural steel has eased off. Small finished products are in big demand by automobile companies which are really hard up for steel and at the present time are making every effort to locate supplies among the warehouses and from the jobbers. The oil drillers are also up against it for supplies, orders on hand with the mills for this description of steel being sufficient to carry well into 1920 even though the plants were able to operate at full capacity.

COPPER.

One of the leading authorities on the copper market says that for some time past the big selling agencies have been exporting small amounts of copper and putting them in storage at European ports where they are to be held pending the revival of buying demand. The aggregate amount of such shipments is not large; but it has created a great deal of discussion. There is nothing at all peculiar or significant about such exporting, as it is only in keeping with good merchandising that the sellers are arranging to have stocks of goods

available for immediate delivery when consumers get ready to make purchases.

High prices of labor and materials of all kinds are restricting constructive operations in this country and everywhere else all over the world. Being a metal of construction, copper necessarily must continue in relatively poor demand until building activities start again. The need of more buildings, factories, telephones, lighting plants and hydro-electric installations is continuing to accumulate, however, giving assurance of a very big increased demand for copper later on. The world is simply pausing in its constructive and up-building activities and gaining strength for the greater task which is before it.

Copper-producing interests view the future outlook with a confidence that amounts to enthusiasm. They are making preparations to supply the biggest demand of all time. A few of them are increasing their volume of output and all are pushing development work in their mines and improving their mining equipment and reduction plants. They are confident that within a few months there will be a ready market for copper at materially higher prices.

Producers call attention, however, to the fact that exports would have been much heavier, had it not been for the freight handlers' strike at New York. Some copper that has already been shipped from the works is held on docks and in warehouses awaiting the time when vessels can load. After making allowance for such interruption to the movement of American copper to Europe, exports this month are expected to be under rather than over 20,000 tons. Average monthly exports since January 1st have been about 18,000 tons.

In the Chicago market copper sheet is selling at 32½ cents per pound, a reduction of 1 cent from last week's price.

TIN.

As spot delivery still is hard to obtain, the market for tin remains firm and premium continues on immediate delivery. Even the end of the dock strike will not immediately relieve the situation, for it will take several weeks to clear up the congested piers.

The market for tin during the past week displayed quite an abnormal condition. Heavy arrivals of tin amounting to 5,000 tons would under normal conditions cause larger offerings of spot tin with an easier tendency in prices. But the dock strike did not permit the unloading of the vessels, and with heavy stocks of tin in sight consumers could not lay their hands on them. This resulted in a sharp upbidding of the price for spot tin, and for immediate delivery as high as 55¾ cents was paid. As soon as the harbor troubles will be settled easier conditions are expected in tin, as besides the heavy arrivals, further 5,000 tons are on the way to the United States.

LEAD.

The lead market is higher, and shows more strength than for many weeks past. The advance in price by the leading interest was not unexpected, and the miners' strike, also was anticipated, but the operators who are affected declare that they will close down their mines rather than give in to the strikers. Some of the consumers evidently bought in anticipation of the advance, as sales were made at considerably above the official price, for several days before the strike was called. As soon as the leading interest had advanced their price the independent sellers again advanced their quotations, and the effect of the advance was to increase, rather than to lessen the demand. Sellers continue to be indifferent, particularly in regard to the forward deliveries, and are asking good premiums over spot prices. The lead ore market is strong. The movement is increasing, but still is hampered by the car shortage.

In the Chicago market pig lead is quoted at \$7.00 per hundred and bar lead at \$7.50 per hundred pounds

SOLDER.

There have been no changes in the prices of solder. The quotations ruling in the Chicago market are as follows: Warranted, 50-50, per pound, 34.25 cents; Commercial, 45-55, per pound, 30.25 cents; Plumbers' per pound, 28.15 cents.

ZINC.

The zinc market is in a peculiar condition, as while there is very little demand from consumers, exporters and dealers are buying enough metal to boost prices. It is said that thousands of tons of zinc are being stored in the warehouses at East St. Louis, to be held for higher prices. Owing to the steel strike and the unsettled state of the labor situation generally, consumers are holding off, and are willing to await developments before stocking up with zinc. The zinc ore market is firm, and the car shortage continues to be a factor. The strike of some of the lead miners is causing unrest among the zinc miners, and the situation is unsettled. The receipts of zinc for the week were moderate, but they were considerably larger than those for the preceding week, although they were much smaller than the shipments. The latter were larger than they have been for a number of weeks.

Zinc in slabs is quoted at 8½ cents per pound in the Chicago market, an increase of ½ cent per pound.

TIN PLATE.

The independent tin plate mills now show an average operation of 50 per cent. Some plants are operating full, others are closed entirely and some are operating in part. The leading interest is operating 58 per cent of its tin mills today, this comparing with about 44 per cent a fortnight ago. This company is doing better in its sheet department than in its tin plate department, as it is operating 86 per cent of its sheet mills. Last week the company had shipments of sheets and tin plates equal to 75 per cent of a normal week's shipments. All stocks of all descriptions have been cleaned up.

A particularly favorable fact is that the leading interest is operating one-half its tin mills at the Gary plant, thus showing a large gain in operation in the past two or three weeks at that point. This operation indicates also the production of steel and pig iron at Gary in keeping with the tonnage of finishing operations, as there were no stocks of sheet bars at Gary.

In the Chicago market, first quality bright tin plates, IC, 14x20, are quoted at \$13.20 per box of 112 sheets and other gages and sizes at corresponding figures.

SHEETS.

There is a ready sale for sheets made for the war and not used on account of the armistice. The leading interest, which released the Government from taking thousands of tons of electrical and hangar sheets, has sold the last of the sheets thus left on its hands, and at the full market price, though of course this is a lower price than the war time price. The Government still has considerable tonnages of this material and it would probably all be sold if there were not so much red tape connected with the acceptance of bids. Those who buy such material take it only because they would be content with almost anything at this time, and buyers are not willing to put in bids when there is a possibility if not a probability that they would not actually get the material until the strike is over.

A number of the independent producers are talking higher prices for sheets and some of them may possibly put advanced prices into effect. There is absolutely no indication, however, that the leading interest will advance prices for next year's delivery, the only delivery it could consider, and with such an attitude on the part of the leading interest a general advance could hardly be effective.

OLD METALS.

Wholesale quotations in the Chicago district which may be considered nominal are as follows: Old Steel axles, \$26.00 to \$27.00; old iron axles, \$28.50 to \$29.50; steel springs, \$20.50 to \$21.50; No. 1 wrought iron, \$19.00 to \$20.00; No. 1 cast, \$24.00 to \$25.00, all net tons. Prices for non-ferrous metals are as follows, per pound: Light copper, 15 cents; light brass, 8½ cents; lead, 5 cents; zinc, 5 cents; cast aluminum, 24 cents.

PIG IRON.

Increasing demand and reduced production have created a strong position in pig iron, which consequently resulted in a hardening of prices. Demand for spot iron has increased, as many consumers failed to get their contract shipments from the districts which are most affected by the steel strike. In the Eastern districts, which are not disturbed by the strike, sales of 30,000 tons were reported during the past week. With the exception of 5,000 tons of basic to a Delaware River plate manufacturer, the bulk of the sales were foundry grades for shipment over the last two months of the year. Heavy inquiries indicate that a good buying movement is under way for export as well as for domestic consumption.

Current Hardware and Metal Prices.

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing Western Hardware and Metal prices corrected weekly.

METALS.		LEAD.		Broad.		BEATERS.	
PIG IRON.		American Pig.....\$7 00		Plumba, West, Pat.....List		Carpet.	
Basic.....\$25 50		Bar.....7 50		" Can. Pat.....\$69 00		No. 7 Tinned Spring Wire... \$1 10	
Northern Fdy., No. 2... 26 75		Sheet.		" Firemen's (handled), ..per doz. 21 00		No. 8 Spring Wire coppered... 1 50	
Southern Fdy., No. 2... 30 00		Full coils.....per 100 lbs. \$9 50		Single Bitted (without handles).		No. 9 Preston..... 1 75	
Lake Sup. Charcoal... 31 45		Cut coils.....per 100 lbs. 9 75		Prices		Egg.	
Malleable..... 27 25		TIN.		Warren Silver Steel.. on application		No. 50 Imp. Dover\$ 1 10	
FIRST QUALITY BRIGHT		Pig tin..... 60c		Warren Blue Finished. "		No. 102 " " tinned... 1 35	
TIN PLATES.		Bar tin..... 61c		Matchless Red Pole.....\$11 50		No. 150 " " hotel... 2 10	
IC 14x20.....112 sheets Per box		HARDWARE.		Double Bitted (without handles).		No. 10 Heavy hotel tinned.. 2 10	
IX 14x20..... 14 63		ADZES.		Warren's Natl. Blue, 3 1/2 to 4 1/2		No. 13 " " " " 3 30	
IXX 14x20..... 16 30		Carpenters'.		lb..... Prices on application		No. 15 " " " " 3 60	
IXXX 14x20..... 17 50		Plumba.....Net		The above prices on axes of 3 to 4 lb.		No. 18 " " " " 4 50	
IXXXX 14x20..... 18 70		Coopers'.		are the base prices.		Hand.	
IC 20x28..... 26 40		Barton's.....Net		BAGS, PAPER NAIL.		8 9 10 12	
IX 20x28..... 29 25		White's.....Net		Pounds..... 10 16 20 25		Per doz.\$11 50 13 00 14 75 18 00	
IXX 20x28..... 32 60		Railroad.		Per 1,000.....\$5 00 6 50 7 50 9 00		Moulders'.	
IXXX 20x28..... 35 00		Plumba.....Net		BALANCES, SPRING.		12-inch.....Per doz. 20 00	
IXXXX 20x28..... 37 40		AMMUNITION.		Pelouze.....20%		BELLS.	
COKE PLATES.		Peters Cartridges.		BARS, CROW.		Call.	
Cokes, 180 lbs..... 20x28 \$16 00		Semi-Smokeless.....Less 10-7 1/2%		Pinch or Wedge Point, per cwt....\$8 50		3-inch Nickeled Rotary Bell,	
Cokes, 200 lbs..... 20x28 16 20		Smokeless.....Less 10-7 1/2%		BASKETS.		Bronzed base.....per doz. \$5 50	
Cokes, 214 lbs.....IC 20x28 16 60		Shells, Loaded, Peters.		Clothes.		Cow.	
Cokes, 270 lbs.....IX 20x28 18 50		Loaded with Black Powder, Less 15%		Small Willow.....per doz. 15 00		Kentucky.....30%	
BLUE ANNEALED SHEETS.		Loaded with Smokeless Powder,		Medium Willow..... 17 00		Door.	
No. 10.....per 100 lbs. \$4 85		medium grades.....Less 15%		Large Willow..... 20 00		New Departure Automatic...\$ 7 50	
No. 12.....per 100 lbs. 4 90		Loaded with Smokeless Powder,		GALVANIZED STEEL.		Rotary.	
No. 14.....per 100 lbs. 4 95		high grade.....Less 15%		1/2 bu. 1 bu. 1 1/2 bu.		3 -in. Old Copper Bell..... 6 00	
No. 16.....per 100 lbs. 5 05		Winchester.		Per doz.....\$11 50 \$17 00 \$22 00		3 -in. Old Copper Bell, fancy. 8 00	
ONE PASS COLD ROLLED BLACK.		Smokeless Repeater Grade... 10&5%		AUGERS		3 -in. Nickeled Steel Bell..... 6 00	
No. 18-20.....per 100 lbs. \$5 70		Smokeless Leader Grade... 10&5%		Boring Machine.....60%		3 1/2-in. Nickeled Steel Bell.... 6 50	
No. 22-24.....per 100 lbs. 5 75		Black Powder.....10&5%		Irwin's.....25%		Hand.	
No. 26.....per 100 lbs. 5 80		U. M. C.		Carpenter's Nui.....50%		Hand Bells, polished.....15%	
No. 27.....per 100 lbs. 5 85		Nitro Club.....10&5%		Hollow.		White Metal.....15%	
No. 28.....per 100 lbs. 5 90		Arrow.....10&5%		Bonney's.....per doz. 30 00		Nickel Plated.....10%	
No. 29.....per 100 lbs. 5 95		New Club.....10&5%		Stearns, No. 0..... 43 25		Swiss.....15%	
GALVANIZED.		Gun Wads—per 1000.		" No. 1..... 43 25		Silver Chime.....10%	
No. 16.....per 100 lbs. \$6 50		Winchester 7-8 gauge.....\$2 25		" No. 2..... 43 25		Miscellaneous.	
No. 18-20.....per 100 lbs. 6 65		" 9-10 gauge..... 1 94		" No. 3..... 42 00		Church and School, steel alloys...30%	
No. 22-24.....per 100 lbs. 6 80		" 11-28 gauge..... 1 63		" No. 4..... 10 50		Farm, lbs... 40 50 75 100	
No. 26.....per 100 lbs. 6 95		Powder.		" No. 30..... 45 00		Each.....\$3 00 3 75 5 50 7 25	
No. 27.....per 100 lbs. 7 10		DuPont's Sporting, kegs.....\$11 25		" No. 33..... 45 00		BEVELS, TEE.	
No. 28.....per 100 lbs. 7 25		" " " kegs..... 3 10		" No. 44..... 17 00		Stanley's rosewood handle, new	
No. 30.....per 100 lbs. 7 75		DuPont's Canisters, 1-lb..... 56		" No. 50..... 48 00		list.....Nets	
WELLSVILLE POLISHED STEEL.		" " " 1-lb..... 22		" No. 55..... 45 00		Stanley's iron handle.....Nets	
No. 18-20.....per 100 lbs. \$7 10		" " " 1-lb..... 22		" No. 60..... 42 00		BINDING CLOTH.	
No. 22-24.....per 100 lbs. 7 20		" " " 1-lb..... 22		Post Hole.		Zincd.....55%	
No. 26.....per 100 lbs. 7 30		" " " 1-lb..... 22		Iwan's Post Hole and Well.....25%		Brass.....40%	
No. 27.....per 100 lbs. 7 40		" " " 1-lb..... 22		Vaughan's, 4 to 9-in...per doz.\$13 00		Brass, plated.....60%	
No. 28.....per 100 lbs. 7 50		" " " 1-lb..... 22		Ship.		BITS.	
KEYSTONE HAMMERED		L. & R. Orange, Extra Sporting		Ford's, with or without screw, Net list		Auger.	
POLISHED STEEL.		kegs..... 11 25		No. 3 Handled.....per doz. \$0 65		Jennings Pattern.....20%	
28-26.....per 100 lbs. \$9 85		L. & R. Orange, Extra Sporting		No. 1050 Handled..... 1 40		Ford Car.....List plus 5%	
24-22.....per 100 lbs. 9 35		1-lb. canisters..... 56		Shouldered, assorted 1 to 4,		Ford's Ship..... 35%	
BAR SOLDER.		" " " 1-lb. canisters..... 56		Patent asst'd. 1 to 4.. 85		Irwin.....15%	
Warranted, 50-50.....per lb. 34.25c		" " " 1-lb. canisters..... 56		Harness.		Russell Jennings.....15%	
Commercial, 45-55..... 30.25c		" " " 1-lb. canisters..... 56		Common..... 1 05		Center.....10%	
Plumbers'..... 28.15c		" " " 1-lb. canisters..... 56		Patent..... 1 00		Countersink.	
ZINC.		" " " 1-lb. canisters..... 56		Scratch.		No. 18 Wheeler's.....per doz. \$2 25	
In slabs.....8 1/2c		" " " 1-lb. canisters..... 56		No. IS, socket hand'id, per doz. 2 50		No. 20 "..... 3 00	
SHEET ZINC.		" " " 1-lb. canisters..... 56		List, less.....35-40%		American Snailhead.. 1 75	
Cask lots..... 13c		" " " 1-lb. canisters..... 56		No. 7 Stanley..... 2 25		" Rose "..... 2 00	
Less than cask lots..... 13 1/2 to 13 3/4c		" " " 1-lb. canisters..... 56		AXES.		" Flat..... 1 40	
COPPER.		" " " 1-lb. canisters..... 56		Boys' Handled.		" Snail..... 1 90	
Copper Sheet, base.....32 1/2c		" " " 1-lb. canisters..... 56		Niagara..... 12 50		Dowel.	
		" " " 1-lb. canisters..... 56				Russell Jennings.....15%	
		" " " 1-lb. canisters..... 56				Gimlet.	
		" " " 1-lb. canisters..... 56				Standard Double Cut.	
		" " " 1-lb. canisters..... 56				Doz. \$1 10—\$1 60	
		" " " 1-lb. canisters..... 56				Countersink.....Doz. 1 80	
		" " " 1-lb. canisters..... 56				Reamer.	
		" " " 1-lb. canisters..... 56				Standard Square.....Doz. 2 50	
		" " " 1-lb. canisters..... 56				American Octagon... " 2 50	
		" " " 1-lb. canisters..... 56				Screw Driver.	
		" " " 1-lb. canisters..... 56				No. 1 Common..... 1 40	
		" " " 1-lb. canisters..... 56				No. 26 Stanley..... 1 75	